

# **RADIO LESOTHO**

## **1. BACKGROUND**

Radio Lesotho was launched under the broadcasting department in 1964 and two years later after independence, the Lesotho government established the Lesotho National Broadcasting Service (LNBS). In the early years of launching, Radio Lesotho only broadcast for two hours and up to 12 hours in the 1980's. In 1997 a 24 hours broadcast service was introduced and Radio Lesotho became a fully computerised studio in 1990.

It started with a 660 watts transmitter, as the Department of Broadcasting directly under the control of the Prime Minister's office. Since then, the department has been a significant part of government in the Ministry of Information and Broadcasting. Radio Lesotho started operating earnestly in 1966 when Lesotho gained independence from Britain with a 10KW Medium Wave transmitter, a 10 KW Short Wave transmitter and 1KW FM transmitter. As it was not fully fleshed at the time, Radio Lesotho did not have its own transmitters as a result, had to resort to paying the Roman Catholic Church for transmission.

Staffing at the time was limited as there were three programmes officers and engineers. The two hours broadcast was split into morning session from 6:00 a.m. to 7:00 a.m. and the afternoon session from 6:00 p.m. to 7:00 p.m. In the following years, Radio Lesotho had acquired two 50KW Medium Wave transmitters and one 100KW Short Wave transmitters, which were able to cover almost the entire country. The station owned an outside broadcast vehicle to broadcast remote events.

Presently, Radio Lesotho has the latest invention studio, a fully equipped Outside Broadcast Van (O.B. van) to conduct live presentations and shows in the remote areas of the country, be it news events, sports etc.

The Commercial Department of the Station was established in 1972. It sources revenue from leasing transmitters to private radio station and private companies as well as sales of airtime which are paid for by different sectors of the community. Radio programmes regardless of whether they are run by other government ministries are paid for as another way of sourcing revenue. The government also finances all activities within the LNBS.

## **1.1 VISION AND MISSION**

Lesotho National Broadcasting Service (LNBS) is part of the Ministry of Communications, Science and Technology of which Radio Lesotho falls under. The LNBS mission and vision are entrenched in the overall ministerial mission statement.

### **1.1.1 Vision**

To be a vibrant information hub, leaders in technology and research moving towards a prosperous, innovative, stable and sustainable democracy and a knowledge based society.

### **1.1.2 Mission**

To provide affordable, sustainable, accessible and reliable communication services, to be a provider and reservoir of technological know-how through research and development, coordination of innovation, to accelerate economic growth and improve quality of life.

### **1.1.3 Aims and Objectives of the Station**

- To teach, inform and entertain Basotho about socio, economic and political issues in the country.
- To publicise government's policies and aspirations.
- To create a conducive environment for people of different political background, religious denominations and education to exchange views that will assist government in formulating policies and laws suitable for Basotho.

## **1.2 SLOGAN**

The Station for the Nation

## **1.3 COVERAGE:**

The footprint covers the entire country of an estimated 2.2 million people including the high-lying regions as well as parts of South Africa on FM and MW.

## FREQUENCY MODULATION (FM) TRANSMITTER SITES

Transmitter Site	Frequency (MHz)	STATUS
Berea Plateau	93.3	ON AIR
Leribe - Chafo	96.0	ON AIR
Quthing – Sheep Stud	102.4	ON AIR
Thaba Putsoa	100.2	OFF AIR
Mafeteng	97.2	ON AIR
Sehong-hong	106.1	OFF AIR
Lebelonyane	93.2	ON AIR
Mants'oyane	92.6	OFF AIR
Mokhotlong	103.6	ON AIR
Thaba Tseka	96.8	ON AIR
Semongkong	98.9	OFF AIR
Qacha's Nek	105.4	ON AIR
Katse	90.8	OFF AIR
Mokhele	89.3	NOT DEVELOPED

### Medium Wave (MW) Transmitter Site

Lancer's Gap 639 KHz

Lancer' Gap 1197 KHz

#### 1.4 CONTENT:

Content is News and Current Affairs, Information, Entertainment and Educational programmes relating to agriculture, health, women's issues, law, culture, etc and magazine programmes with music, news and sports. Also, it can be found online on [www.gov.ls](http://www.gov.ls) and the profile on LNBS website, [www.lnbs.org.ls](http://www.lnbs.org.ls).

##### 1.4.1 Target Audience:

The target audience ranges from young to old, but mainly the elders and working class who have a direct influence in the country's economy and the wellbeing of the country at large. These constitute listeners of all ages who identify with Basotho Culture throughout Lesotho and surrounding areas of South Africa.

##### 1.4.2 Language:

The station predominantly broadcasts in local language; Sesotho (95%) with English accorded 5%.

## **1.5 STAFF**

- Fully employed and contracted presenters.
- For fully employed personnel, the entry level is Certificate, Diploma and Bachelor's Degree

### **1.5.1 Main duties and Skills requirements as follows:**

#### **a) DIRECTOR GENERAL**

##### **Main Duties**

##### **Provision of Strategic Direction**

- Formulates and reviews business and operational strategies
- Initiates development and reviews Lesotho National Broadcasting Service Policies, operational procedures and standards
- Facilitates implementation of Government policies and requirements
- Proposes new projects
- Supervises the implementation of the projects
- Initiates and maintains international strategic alliances
- Implements decisions reached on international forums
- Setting and reviewing of broadcasting services and products rates
- Develops and encourages a shared vision for the future direction, goals and priorities of the LNBS, aligned to the Ministry mission and vision in the context of broadcasting
- Prepares strategic and operational plans to achieve strategic direction and goals
- Prepares annual report
- Maintains and enhances the Broadcasting reputation of LNBS
- Implements quality assurance and improvement procedures to enhance all aspects of broadcasting including both permanent and contractual staff experience
- Prepares and submits capital and recurrent budget to the Ministry
- Approves divisional work plans
- Authorizes and monitors expenditures
- Prepares project proposals to seek funding
- Develops Human Resources plans and plan strategy
- Recommends appointments, transfers, promotions, training, and development of staff
- Guides Director of Radio, Director of Television, Director of Library and Chief Engineer

## **Skills Required**

- Knowledge of broadcasting Conversion and regulations
- Business Acumen
- Strategic leadership
- Appreciation of ICT's and other new technologies
- A good understanding of broadcasting systems and procedures
- Knowledge of Government rules and regulations
- Organizing and planning skills
- Knowledge of Human resources management
- Knowledge of leadership and management principles
- Knowledge of financial management
- Knowledge of project management
- Professional experience in Broadcasting policy
- Solid written and verbal communication skills
- Exceptional strategic planning skills
- Outstanding interpersonal and teamwork skills, Visionary leader with the ability to
- Engage other on the team ability to critically assess challenges and identify effective lasting

## **b) DIRECTOR RADIO**

### **Main Duties**

- Contribute to Ministry of Communications, Science and Technology strategy to ensure that the Ministry achieves its short and long-term objectives.
- Direct and oversee operations staff to ensure that they are motivated and trained to carry out their responsibilities to the required standard.
- Develop and implement policies and procedures to ensure that core operational functions achieve their business objectives.
- Prepares operational budgets to ensure that Radio Lesotho has all the resources required to meet its objectives within agreed financial parameters.
- Direct and control production to ensure that finished goods of the required standard are available to viewers within agreed times.
- Develop all necessary policies and procedures to ensure safe and healthy working environments across all company locations.
- Maintain working relationships with all other directors to ensure effective co-ordination of all Ministry activities in support of Ministry's objectives.
- Evaluate overall company performance by gathering, analysing and interpreting data and metrics.
- Advice Ministry on all issues relating to operational functions and keep abreast of latest developments to ensure that the company maintains its competitive position.

**Skills Required:**

- Effectively overseeing and delegating tasks helps to maximize time, resources and productivity.
- A good understanding of broadcasting systems and procedures
- Problem solving skills
- Leadership
- Written and verbal communication skills
- decision-making skills
- Analytical skills
- Adaptability
- Creativity
- Empathy
- Interpersonal Skills
- Time Management
- Active listening
- Stress tolerance
- Teamwork

**NEWS AND CURRENT AFFAIRS (NCA)****c) HEAD OF NEWS****Main duties****Management of the Newsroom**

- Monitors news to ensure quality control.
- Guides the Editor for smooth running of the Newsroom.
- Holds meetings with Editor for daily news coverage updates.
- Subscribe to News Agencies for news material.
- Auditions qualified applicants to identify suitable candidates to be included in the shortlist for submission to the Public Service Commission
- Identifying skill gaps required to professionalise news and current affairs programmes as well as their presentation on air.
- Consolidate annual objectives and submit them to Station Director for approval.
- Actively participate in the preparation and submission of the annual budget for inclusion in ministerial budget in order to secure funds.

- Participate in the preparation and advises the Station Director regarding approval of sectional work plans to ensure that they are in line with departmental objectives.
- Monitors departmental expenditure to ensure adherence to financial regulations and procedures and to guard against overspending.
- Prepares requisitions for the Newsroom.
- Participates in the development of human resources plans to enable effective staffing of the department and advises the Station Director on shortages and other needs.
- Assigns and allocates responsibilities and duties on Section Heads and periodically monitors their performances.
- Approves sectional training plans to facilitate purposeful and systematic training.
- Periodically evaluates performance of staff under his/her supervision.

### **Skills Required**

- Extensive professional journalistic experience and sound editorial judgment within news and current affairs broadcasting.
- Strong understanding of current trends and issues within the news media sector and knowledge of news output across the LNBS as well as that of competitors.
- Outstanding leadership skills with a demonstrable background in leading news teams
- Must possess effective communication and interpersonal skills.
- Must have excellent memory for details and be able to deal effectively with multiple competing tasks.

### **d) EDITOR**

#### **Main Duties**

- Plans for and prepares schedules and rosters for news coverage
- Allocates assignments to reporters
- Edits reporters' stories before broadcast for quality.
- Monitors news bulletins and broadcasts to ensure quality control
- Conducts daily editorial meetings
- Holds daily meetings with reporters' for updates on news coverage.
- Participates in news conferences, meetings, workshops and seminars on behalf of the Head of news in order to acquire new techniques and contacts

- Ensures security of property and all materials of the Newsroom
- Prepares requisitions for the Newsroom
- Prepares notices of jobs carried by the Section.

**Skills required:**

- Planning, organizational and staff management skills.
- A good command of English with strong writing and IT skills.
- Creativity and good visual sense.
- Financial skills.
- An eye for detail.
- An understanding of target audiences.
- Negotiating and decision-making skills.

**e) SUB EDITOR**

**Main Duties**

Under the general supervision of the Editor, the sub-editor is responsible for sub-editing material from other news sources, re-writes them to suit the style guide of the Station, translates and supervises newscasters to ensure professionalism in news reading

**Main Duties**

- Collects news from all news sources and prepares a bulletin
- Translates news material to English
- Organizes for live interviews during the bulletin and also for coverage
- Supervises live reports during news flashes
- Prepares shifts and draws a duty roster

**Skills Required:**

- Determination, willing to work hard for a story
- Resilience, willing to go extra mile for a story
- Able to work under pressure and to tight deadlines
- Excellent standard of grammar and spelling
- An understanding of the law relating to publishing and journalism
- Meticulous attention to detail
- Excellent oral and written communication skills
- Interpersonal skills
- Basic IT skills



## **f) REPORTERS**

### **Main Duties**

- A Reporter generates story ideas, cover news events and breaking stories. Looks for unique, relevant and urgent topics to bring to the public, as well as investigate interesting new angles of stories already covered.
- Conducts interviews. These may be live or pre-recorded and edited. The News Reporter must have done research in advance and be prepared to ask interesting questions of the interview subject
- Collects information on topics to report accurate and timely news. Talks to sources, follow-up on leads, and do research to be as well informed as possible. Fact-check findings and write them for Broadcast or Print.
- Reports live from events as they unfold, or recording and editing material to create pre-recorded items

### **Skills Required**

- Inquisitive and driven
- Persistent, has excellent interpersonal skills and strong ethics.
- Strong writing skills, and ability to convey information in a clear, concise and conversational manner
- Excellent live reporting skills.
- Ability to interact professionally and build relationships and sources
- Strong research skills
- Be able to work calmly effectively under pressure, react quickly, and meet tight deadlines.

## **PROGRAMMES**

## **g) HEAD OF PROGRAMMES**

### **Main Duties**

- Maintain and develop Radio Lesotho's on-air performance and position as a leading public broadcasting station with an innovative and broad-ranging program format
- Ensures a high quality of production and presentation is maintained in programs with appropriate support, advice and regular feedback to staff.
- Evaluate programs to ensure they meet station objectives, broadcasting regulations, copyright requirements and Codes of Good Practice
- Develop sectional budget
- Quality control of content.

- Approve auditioning of qualified applicants to identify suitable candidates to be included in the shortlist for submission to the Public Service Commission
- Identifying skill gaps required to professionalise programmes content and programmes presenting
- Ability to develop and implement policies and procedures for broadcasting and program development establishing a mechanism to ensure regular dialogue with independent content producers for out sourced programmes.

#### **Skills Required:**

- Substantial experience in radio broadcasting and production.
- Demonstrate ability to plan, develop and evaluate radio programs
- A thorough understanding of the mandate of Radio Lesotho.
- Ability to develop and implement policies and procedures for broadcasting and program development
- Familiarity with the arts and music industries
- Good interpersonal skills
- Strong written and verbal communication skills
- A thorough knowledge of all relevant broadcast laws, regulations and Codes of Good Practice

### **h) CONTROLLER OF PROGRAMMES**

#### **Main Duties:**

- Monitors radio programmes
- Prepares work schedules and assignments to cover events and outside broadcasts.
- Plans new programmes for the radio
- Gives assignments to Programmes Officers
- Appraising options and submitting for approval
- Securing resources and expertise for production.
- Provides guidance to programme producers
- Co-ordinating and directing end user input

#### **Skills Required:**

- Resilience, willing to go extra mile for content production
- Able to work under pressure and to tight deadlines
- Excellent standard of grammar and spelling
- An understanding of the law relating to radio production
- Meticulous attention to detail

- Excellent oral and written communication skills
- Interpersonal skills
- Good editing skills
- Basic IT skills

## **i) PRESENTER**

### **Main Duties:**

- research topics and background information for items to be featured on the programme
- plan and rehearse shows
- write, understands and memories scripts
- introduce and host programmes
- interview guests in the studio, by telephone or on location
- liase with other members of production and technical team
- provides links between programmes

### **Skills Required:**

- strong on-air personality
- sufficient knowledge in current trends
- confidence
- suitable voice for radio
- good communication and public speaking skills (in both Sesotho and English)
- research and interviewing skills
- ability to work under pressure
- conversant with social media

## j) ENGINEERING

The Section provides infrastructure such as studios, outside broadcast equipment and transmitter network for content production and broadcast.

<b>Positions</b>	<b>Duties</b>
Chief Engineer	In charge of the Engineering Department and technical projects
Senior Engineers	Oversee all operations in studios and transmission network
Engineers	Maintain and repair studio and transmission equipment
Chief Technical Officer	Maintains and repairs studio and transmission equipment
Principal Technical Officers	Assist in maintaining and repairing studio and transmission equipment
Senior Technical Officers	Operate studio and transmission equipment
Technical Officers	Assist in operation of studio and transmission equipment

## 2. PERFORMANCE UNDER THE CURRENT LICENSE

### 2.1 FM EXPANTION

The LNBS implemented FM Expansion Project beginning 2018 until January 2022. The project also included replacing old FM transmitters;

Transmitter Site	Power	Achievements
Chafo	1 KW	<p>Installed modern transmitters, backup power supply, programme distribution to Chafo sites by satellite and backup by optic fibre.</p> <p>Elimination of signal interference by introducing satellite and optic fibre.</p> <p>Currently we are running nine transmitters for nine radio stations. Namely; Radio Lesotho, Ultimate Radio, Ts'enolo, PC FM, Moafrika, Bokamoso, Jesu Ke Karabo, Harvest FM and Radio Maria</p>
Berea Plateau	1 KW	<p>Upgraded FM and TV main transmitter room by installing new air conditioners, new transmitters and racks and new antenna system.</p> <p>Installed new IP links for programme distribution from studios to Berea Plateau transmitter station.</p> <p>Currently we are running nine transmitters for eighteen radio stations. Namely; Radio Lesotho, Ultimate Radio, Ts'enolo, PC FM, Moafrika, Bokamoso, Jesu Ke Karabo, Harvest FM, BBC, RFI FM, 357 FM, MXXL FM, Anglican Church, Tabernacle, Voice of God, KEL FM and Radio Maria.</p>
Mafeteng	1KW	<p>Transmission site has been upgraded, Programme distribution by satellite and optic fibre, installation of modern transmitters.</p> <p>Currently we are running nine</p>

		transmitters for eight radio stations. Namely; Radio Lesotho, Ultimate Radio, Ts'enolo, PC FM, Moafrika, Bokamoso, Jesu Ke Karabo, and Radio Maria.
Quthing	1KW	<p>Transmission site has been upgraded, Programme distribution by satellite and optic fibre, installation of modern transmitters.</p> <p>Currently we are running nine transmitters for four radio stations. Namely; Radio Lesotho, Ultimate Radio, Moafrika, and Radio Maria.</p>
Mokhotlong	1KW	<p>Transmission site has been upgraded, Programme distribution by satellite and optic fibre, installation of modern transmitters.</p> <p>Currently we are running nine transmitters for four radio stations. Namely; Radio Lesotho, Ultimate Radio, PC FM, and Radio Maria.</p>
Qacha'S Nek	1KW	<p>Transmission site has been upgraded; Programme distribution by satellite and optic fibre, installation of modern transmitters.</p> <p>Currently we are running nine transmitters for four radio stations. Namely; Radio Lesotho, Ultimate Radio, PC FM, and Radio Maria.</p>
Thaba Tseka	1KW	<p>Transmission site has been upgraded, Programme distribution by satellite and optic fibre, installation of modern transmitters.</p> <p>Currently we are running nine transmitters for seven radio stations. Namely; Radio Lesotho, Ultimate Radio, PC FM, Moafrika FM, KEL FM, Voice of God and Radio Maria.</p>
Lebelonyane	1KW	Transmission site has been upgraded, Programme distribution by satellite and optic fibre, installation of modern transmitters.

		Currently we are running nine transmitters for three radio stations. Namely; Radio Lesotho, Ultimate Radio and Voice of God.
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### **Studio and Outside Broadcast Equipment**

- Refurbished three radio studios and installed digital mixers
- Acquired new outside broadcast vehicle

## **2.2 IMPROVEMENT ON CONTENT**

### **News and Current Affairs Programmes**

The following news and current affairs programmes were introduced;

#### **a) Re Otlolla Taba (12hrs to 14hrs)**

- It is a daily current affairs show running from 12noon until 2:00pm, discussing current issues and breaking news. It is a live radio programme with studio guests and telephone interviews.
- There are also live reports from reporters from remote sites/events
- This programme has increased listenership during the day and also drawn listeners' participation through phone calls to ensure relevant content.
- There is a lot of demand from sources wanting to be on the programme.

#### **b) SADC 360 Programme**

It is a hub of content for regional broadcasters to cooperate, exchange content, professional expertise and to give a full reflection of the ongoings in each of the SADC member countries. It is aired on Thursdays 10:30am to 11:00am and Fridays at 11:30am to 12noon. The expected outcome of the programme is to strengthen responses and promote dialogue among people, governments and civil societies on issues of interest and concern to all.

#### **c) News**

- Radio Lesotho is broadcasting hourly news from 6am until 9pm.
- For the first time audio clips were introduced to add value to the news content
- Six new contracted newsreaders were hired.
- Two new contracted reporters were hired.

## **Radio Lesotho Programmes**

In the current license the following programmes were introduced;

**d) NAME OF A PROGRAMME:** ORENG MOLAO

**TARGET AUDIENCE:** Basotho

**PRODUCER:** Makhauhelo Nkopele

**PRESENTER:** Peabathoa Letlaka

**OBJECTIVE:** To educate Basotho about Lesotho Constitution, laws and regulations of the country.

**TIME OF BROADCAST.** EVERY THURSDAY AT 11:00 to 12:00

O Reng Molao is a Radio Lesotho programme intended to educate the Basotho Nation about the Lesotho Constitution and other laws of the country to raise awareness on the need to know the law versus activities and crime happening in society. The Ultimate goal is to encourage listeners to curb as well as desist from engaging in crime. Sources of O Reng Molao are lawyers who interpret the laws depending on the topic of the day.

This programme has raised awareness on legal issues amongst the nation.

**e) NAME OF A PROGRAMME:** Banna khotla

**TARGET AUDIENCE:** Men

**PRODUCER:** Tselisehang Nkholise

**PRESENTER:** Khotso Mokoatle

**OBJECTIVE:** To Discuss issues affecting men.

**TIME OF BROADCAST:** EVERY SATURDAY at 18:15hrs to 18:45hrs.

The purpose of Banna Khotla is to discuss different issues affecting men in families including achievements and challenges they experience daily. The program intends to assist them to be responsible people in their communities and be leaders in preventing Gender Based Violence, a crime that is manifesting rapidly in society.



The expected outcome is to balance and bridge the gap that was evident in our programmes which mostly focused on women issues.

**f) NAME OF A PROGRAMME: NKELETSE**

**TARGET AUDIENCE:** All.

**PRODUCER:** Molete Lipholo

**PRESENTER:** Molete Lipholo

**OBJECTIVE:** To advise Listeners

**TIME OF BROADCAST:** Tuesday 10:30 P.m. to 12:00 midnight

Nkeletse is a Social issues Talk Show with light music where we discuss problems people experience as well as solutions.

It is an interactive programme aiming at behavioural change. It has increased listenership especially the youths.

**g) NAME OF A PROGRAMME: UENA U RENG**

**TARGET AUDIENCE:** All.

**PRODUCER:** Ts'elisehang Nkholise

**PRESENTER:** Ts'elisehang Nkholise

**OBJECTIVE:** To solve problems of people

**TIME OF BROADCAST:** Tuesday 10:15 a.m. to 11:00 a.m.

The aim of Uena U Reng is to solve the problems citizens face. It adds value to their lives with the platform to air opinions, views and worries etc. In this programme anything goes.

It is a popular programme that addresses non-conventional issues.

## **2.3 SOCIAL MEDIA**

Since there's a lot of focus these days on digital marketing—and for good reason, Radio Lesotho has realized that Digital marketing allows consumers to find the information they need from the convenience of their smartphone or computer, giving them access when and where they want it. Having marketing that is accessible this close to the point of purchase, is why radio continues to be a leading medium for businesses of all types, and Radio Lesotho realized that when paired with digital tactics—especially social media—the results can be greatly boosted.

### **2.3.1 Targeting**

Pairing social media and Radio Lesotho has been a very effective way of extending reach and engaging with a wider audience via Twitter, Facebook and Instagram.

Radio Lesotho has incepted a desk responsible for SOCIAL MEDIA, with the aim of providing the ability to target ads based on listening trends and important psychographics. By complementing Radio Lesotho ads with a social media campaign targeting a similarly focused segment of this audience, Radio Lesotho is able to engage with customers one-on-one and bring them closer to taking action. This move has prompted our radio ads to encourage listeners to engage with the brand on social media by posing questions, asking for input, or inviting them to participate in promotions or contests.

## **2.4 EVENTS**

One of the most powerful tools for Radio Lesotho is simply taking radio to the people using promotional events. With events like the annual Re leta Thojane, SOS Event show and Juvenile prison road show, Radio Lesotho has successfully commanded good following and a brand that is known to many for being flamboyant and spontaneous.

## PERFORMANCE ASSESSMENT

EVENT	TYPE	CAMPAIGNING TOOLS	TURN-OUT	EVENT'S EVALUATION	GENERAL COMMENTS
Re-Leta Thojane annual event	Cultural ceremony and cooperate social investment	Radio, television, newspaper, flyers, social media and billboards	Excellent	Well organized event with a good turnout	Preserve culture, educate and entertain
SOS Event	Cooperate Social investment	Radio, television, newspaper, flyers, social media and billboards	Good	good event but faced with Covid19 restrictions	The event has been going on for three years Provide SOS children with essential items
Juvenile Prison Road Show	Cooperate Social investment	Radio, television, newspaper, flyers, social media and billboards	Very Good	It was a well-organized event with a good turn-out	Rehabilitation and provision of essential items
National Events	King's Birthday Celebration Moshoeshoe's day National Budget speech Armistice Independence's Day State and Official Funerals	Radio, television, newspaper, flyers, social media and billboards	Excellent	The events were covered successfully	These are annual events organized by respective ministries. Our mandate is just to provide coverage.

	National elections				
	National tree planting day				
	National prayers				

## 2.5 CREATION OF JOBS

- through installation of DTT Network
- full time and part time/contracted staff were hired to produce and improve old programmes

## 2.6 TRAINING

- upgrading 95% of human capital
- about 30 students come for internship programme annually
- 30 youth apprentice in collaboration with Ministry of Finance

## 2.7 CHALLENGES

- Some of the transmitters were vandalized while others were completely destroyed. As a result, the public is denied access to radio content. On the other hand, the funds that were supposed to expand the service are diverted to repairment of the vandalized equipment
- The lightning strike damages power lines, transformers and meters. As a results, it takes a long time to recover transmission
- Inadequate transport hinders LNBS to cover community stories and most importantly breaking stories. This situation leads LNBS to cover government workshops, as government ministries provide their own transport
- Limited budget leads to limited content and revenue which results to repetition of programmes by the radio channel
- Government no longer creates new positions that are relevant to radio profession. This leads to shortage of skilled labour, hence reliance on unskilled temporary personnel.
- Lack of refresher courses for staff to sharpen their skills within the ever changing technologies

## **2.8. TRAINING PLAN**

### **2.8.1 Training Needs Analysis**

- All training and development at Radio Lesotho will be guided by national development policies
- Radio Lesotho undertakes annual training needs assessment for all units, teams and individual officers in order to determine priorities and to prepare training and development plans
- When deciding on the type of training and development an officer should follow, the needs of both the ministry and the public officer will be taken into account; in cases of uncertainty, the needs of the ministry will take precedence.
- Radio Lesotho needs engineers, journalists and production staff therefore the following courses are a prerequisite:
  - Journalism
  - Broadcast engineering
  - Telecommunications
  - Film production
  - Media management

### **2.8.2 Skills Gap**

Annually, LNBS identifies skills gap and addresses those by sending staff for short courses including in-house training.

## **3. COMPLIANCE WITH LICENCE TERMS, LAWS AND REGULATORY DIRECTIVES**

Radio Lesotho is mandated to create content for people of all ages. It disseminates information on government and public activities in line with the following.

- To teach, inform and entertain Basotho about socio, economic and political issues in the country.
- To broadcast predominantly in Sesotho, however, on matters of public interest engage in English, more especially on exceptional cases where the source and/or interviewee cannot express themselves in Sesotho.
- To broadcast general news with impartiality.
- To publicise government's policies and aspirations.

- To create conducive environment for people of different political backgrounds, religious denominations and education to exchange views that will assist government in formulating policies and laws that would be suitable for Basotho.

### **3.1 DISCLAIMER**

Radio Lesotho is fully committed to abide by the laws and regulations, as proclaimed by Lesotho Communications Authority (LCA). Under the laws, Radio Lesotho is committed to broadcast content that is fair and honest, to maintain impartiality in all its programmes, to broadcast material that is not harmful to children and one that does not promote profanity or hate speech. The disclaimer is played frequently on-air in a form of an audio promo to maintain such commitment.

## **3.2 COMPLAINTS MANAGEMENT**

### **3.2.1 Complaints Procedure**

Radio Lesotho has a Complaints Panel made up of the Chief Engineer, Head of News and Head of Programmes.

#### **STEPS**

- The complainant goes to the Operations Director (OD).
- The OD will forward the complaint to the Complaints Panel.
- The Panel sits to review the complaint and takes necessary action/s.
- The Panel makes recommendations to the Director General LNBS who gives direction.

### **3.2.2 Resolved Complaints**

Complaints received were mostly of political nature from political parties and individuals. The cases were resolved by giving the complainants an opportunity to air their views on the same platform.

### **3.2.3 Escalated Complaints**

None of the complaints was escalated to the Broadcasting Disputes Resolution Panel (BDRP) or courts of law.

### **3.2.4 Fault Reporting**

- Use of Telemetry to detect faults from remote transmitter sites
- Reports from listeners
- Reports received by technicians on duty and entered on log book
- Engineers work on the problem. If they cannot solve the problem, Chief Engineer is informed.
- The Chief Engineer reports to LCA by telephone followed by email

In some cases, LCA informs Lesotho National Broadcasting Service (LNBS) about Off-Air transmitters. The Chief Engineer makes a report about the problem of the transmitter to the LCA.

## **3.3 FREE SERVICES**

### **3.3.1 Messages from LCA**

- LNBS always provides airtime for public announcements, the latest being Covid-19 announcements
- LNBS management always attends LCA meetings and comply with the resolutions

### **3.3.2 Submissions of Recordings**

- We always comply with regulations and we supply the complainant with recorded footage.

## **3.4 LNBS EDITORIAL AND PRODUCTION GUIDELINES**

Editorial and Production Guidelines give direction on production and broadcasting of content in line with the mandate of the Lesotho National Broadcasting Service, LNBS, as a public broadcaster. The guidelines deal with how to report a wide range of issues such as political, cultural, social, and economic as well as how to address challenges that we may face in our work, including legal issues as well as conflicts.

They are meant to:

- a) Achieve our broadcast objectives
- b) Harmonize our right to access information and freedom of expression with our duty to audiences we serve

- c) Respect the basic freedoms and rights of individuals as per the country's Constitution and other legal instruments.

#### **3.4.1 The Editorial Team**

- This team shall ensure that content producers adhere to editorial and production guidelines
- It is made up of Heads of News, Editors and report to Directors, who will in turn, report to the Director General. This will also work or serve as a referral system (hierarchy of communication between producers of content and the radio station/s and television

The responsibilities are:

- a) To guide content producers on how to translate the guidelines into practice
- b) Set standards on how to respond to challenging issues
- c) Address matters raised by the public
- d) Determine how to address controversial and challenging content

#### **3.4.2 Editorial Integrity and Independence**

The LNBS undertakes not to compromise its editorial integrity and independence by departing from its editorial and production guidelines. Since there are internal and external, influence or factors that can compromise its position if it submits to their interests (ex political, government or personal) the LNBS's broadcasts have to reflect its value for integrity and independence at all times.

### **3.5 CONTENT GUIDELINES**

#### **3.5.1 News and Current Affairs**

News and Current Affairs programmes occupy very important positions in LNBS programming. Therefore, the LNBS will not accept sponsorship of News and Current Affairs programmes to avoid undue influence on the production process, which can affect negatively on radio station.

#### **3.5.2 Accuracy**

To attain accuracy we will:



- a) Be present at the event but if this is not possible, gather information from primary sources or witnesses, which must however be crosschecked.
- b) Verify claims and allegations made by the sources and any information including that obtained from the internet
- c) Only editors shall edit news
- d) Although the LNBS is not in the habit of using anonymous sources, where such cases arises, the source should be assured of confidentiality
- e) When reporting allegations we will take note of:
  - i. the presence of the public interest,
  - ii. credibility of the source
  - iii. legal implications
  - iv. security concerns
  - v. reactions to the accusations
  - vi. proper scripting of the allegations to ensure the LNBS distance itself from it and that the allegation has been confirmed independently
- f) Use of third party material in news must always observe credibility and reliability of the material. Editorial justification should determine the broadcast of the material from third parties with personal or professional interest in the subject matter e.g., charities, civic groups etc.
- g) Reporting Statistics and Disasters – when reporting these we need to:
  - i. Relate them in context without causing alarm
  - ii. Name sources of figures
  - iii. Allow audiences to draw their own conclusions
- h) Addressing errors and inaccuracies – the LNBS will take immediate action to correct errors or misrepresentation of information to ensure it serves audiences fairly.

### **3.5.3 Impartiality, Fairness and Diversity of Opinion**

To be fair and impartial, we shall try to:

- a) Be factual in reporting issues
- b) Treat sources fairly

- c) Avoid biasness on political, public or other issues and provide professional judgment where needed
- d) Work with different contributors e.g. experts, academics etc.
- e) Allow for diversity of views and opinions

#### **3.5.4 Privacy vs Public Interest**

The LNBS acknowledges that the privacy of individuals, institutions or groups should be respected as enshrined in the country's Constitution. However:

- We shall report private behavior of individuals, institutions and groups of people when the behavior itself raises matters of public interest.
- When public interest arises, the LNBS is obliged to explain invasion into the private life without their consent by showing a clear public interest
- The LNBS is also of the view that Public Interest supersedes privacy when:
  - a) There is criminal behavior or acts, anti-social behavior, corruption and injustice
  - b) Significant incompetence or negligence
  - c) Safeguarding human life
  - d) When there is, need to avail people with information, which can lead to making informed choices on matters that affect their lives and of public importance.
  - e) The LNBS will respect the individual's right to privacy depending on their behavior, but when that behavior is criminal or anti-social, the individual loses that privacy.
  - f) The extent to which we should observe privacy concerns at public places will vary according to the nature of activities involved
  - g) We will notify people of our activities to give them the chance to avoid us if they so wish
  - h) We should respect requests to discontinue recording from individuals or organizations unless there is editorial justification.

#### **3.5.5 Covering Politics and Public Policy**

Politics and Public Policy play a crucial role in our audiences' lives; hence, duty calls on us to play the vital role of surveillance. We have to report on, analyze, interpret and educate people on important matters of politics and public policy. However, when doing so, we have to be

aware of the difference and interconnectivity between the two and how they have a bearing on the welfare of our audiences.

Standards on political impartiality we will:

- a) provide adequate information as to the purpose and context of the interview
- b) be truthful and unbiased in the manner we handle any content of a political nature
- c) refrain from expressing opinions on matters of political nature, public policy or current affairs
- d) be independent and not allow politicians to run interviews
- e) remain impartial
- f) ensures paid for political broadcasts and advertisements comply with our editorial guidelines and regulations such as observing the law of libel, incitement and violence.
- g) make it clear to our audiences that political party broadcasts and advertisements are not endorsed or supported by the LNBS
- h) stop politicians, government ministries and other stakeholders from dictating our news coverage/content even if they provide resources such as transport
- i) disregard external orders pertaining to content (only the referral system including the Principal Secretary and the Minister of the Ministry of Communications, Science and Technology shall communicate such orders to affected people whether radio or television.
- j) not be held accountable for not airing news from press releases issued by government and armed forces that arrive few minutes before the main bulletin to avoid errors
- k) not permit personal intrusion of government authorities in our newsroom especially Principal Secretaries and Ministers demanding clarification on our news without following proper channels (referral system)

### **3.5.6 Covering Elections**

- a) The LNBS will ensure that the entire electoral process is adequately covered in order to help our audiences to make informed decisions and choices
- b) While it is important to cover and consult experts and political party candidates as well as their agents, the voices of the voters will be given space in our coverage throughout the electoral process
- c) Reporting election campaigns:
  - i. The LNBS shall treat all political parties equally but ensures that the parties do not interfere with its operations and independence

- d) During Election Day:
  - i. We shall not cover campaigns from 6.00 in the morning until polling close.
  - ii. Any coverage will be limited to factual reports such as voter turnout or the presence of politicians at polling stations.
  - iii. We shall avoid any broadcasts that allegedly influence voters.
- e) Election results:
  - i. The LNBS will broadcast official announcement of elections results live.

### **3.6 AUDITED FINANCIAL STATEMENT:**

We wish to reiterate that LNBS does not have financial statements of its own. The Auditor General conducts audit for all government ministries using his/her discretion on when to audit, on a particular period. He/she also exercises his/her own discretion on which department within a certain ministry, to visit on a particular year.

All departments belong to a consolidated fund. After completion of audit, the Auditor General issues a management letter to the ministry. A report of the Auditor General on the Public Accounts Committee of Lesotho is released and presented before parliament. The report covers the whole government as an entity.

Furthermore, even if the Ministry of Communications, Science and Technology were to be audited separately for a particular year, still the findings would not reflect a true picture of the financial performance of LNBS.

However, the story would have been different if LNBS was a parastatal or a project.

Against this background, our financial projections for the future cannot be adequately meaningful in the absence of the audited financial statement from the office of the Auditor General.

### **3.7 PROGRAMMING**

## RADIO LESOTHO PROGRAMME SCHEDULE

### MONDAY

5:00 Pina ea sechaba (Ea mantsoe)

Sena ke Se-ea-le-moea sa Lesotho se hasang ka maqhubu a MW le FM. Ho MW re fumaneha ho 639KHz, 469 meter band. Ho FM, re fumaneha lipakeng tsa 90.8MHz le 106.1MHz.

Boithabiso, tsoelopele le thuto.... Ke 'Mantaha oa la.....Khoeli ke ea.....Selemo ke sa likete tse peli le mashome a mabeli a metso e 'meli. Ba le lumelising hoseng kajeno ke le.....le.....Metsotso e.....kamor'a hora ea bohlano. Re ka mamela Thahameso thapelo ea hoseng ka Moruti.....oa kereke.....

5:02 Thahameso	3:00 Litaba
5:10 Litsebiso tsa mananeo	3:05 Molikong oa Bacha
5:15 Re bitsa Lihoai	4:00 Litaba
5:30 Seboping	4:05 Molikong oa Bacha
6:00 Litaba	5:00 Litaba
6:10 Seboping	5:05 Tele
7:00 News	6:00 News
7:05 Seboping	6:10 Tele
MORNING DRIVE/MAHLASELI	7:00 Litaba
7:30 STD Lesotho Bank	7:10 Lipii le litsebiso
8:30 Lipapali	7:30 Pale
9:00 Litaba	7:45 Palo ea buka
LI TLOAELA MAKHULO	8:00 Tlaleho ea Lekhotla
9:05 Lipapli	8:00 Bua le Tichere

10:00 Litaba

9:00 Litaba

10:05 Litsebiso tse akaretsang

9:10 BOLENG BA RONA

10:15 Tsa Mafelo a beke (variety)

10:00 Likheleke tsa Lesotho

11:00 Litaba

12:00 Re leta thojane

11:10 Basotho Khoebong

12:00 Litaba

12:05 Re Otlolla taba

1:00 Litaba

1:05 Re Otlolla taba

1:30 News

1:35 Re Otlolla taba

## TUESDAY

5:00 Pina ea sechaba (Ea mantsoe)

Sena ke Se-ea-le-moea sa Lesotho se hasang ka maqhubu a MW le FM. Ho MW re fumaneha ho 639KHz, 469 meter band. Ho FM, re fumaneha lipakeng tsa 90.8MHz le 106.1MHz.

Boithabiso, tsoelopele le thuto.... Ke Labobeli la la.....Khoeli ke ea..... Selemo ke sa likete tse peli le mashome a mabeli a metso e 'meli. Ba le lumelisang hoseng kajeno ke le.....le.....Metsotso e.....kamor'a hora ea bohlano. Re ka mamela Thahameso thapelo ea hoseng ka Moruti.....oa kereke.....

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5:02 Thahameso

2:00 Litaba

5:10 Litsebiso tsa mananeo

2:05 Molikong oa Bacha

5:15 Re bitsa Lihoai

3:00 Litaba

5:30 Seboping

6:00 Litaba

6:05 Seboping

7:00 News

7:05 Seboping

MORNING DRIVE/MAHLASELI

7:30 Alliance Insurance

8:00 Litaba

8:05 Lipapali

LI TLOAELA MAKHULO

9:05 Ka Lapeng

10:00 Litaba

10:05 Litsebiso tse akaretsang

10:15 Uena u reng?

11:00 Litaba

11:05 Sebini sa kajeno

12:00 Litaba

12:05 Re Otlolla taba

1:00 Litaba

1:10 Re Otlolla taba

1:30 News

1:35 Re Otlolla taba

3:05 Molikong oa Bacha

4:00 Litaba

4:05 Molikong oa Bacha

5:00 Litaba

5:05 Tele

6:00 News

6:05 Tele

7:00 Litaba

7:10 Lipii le litsebiso

7:30 Pale

7:45 Palo ea buka

8:00 Tlaleho ea Lekhotla/Senate

8:45 Thuto ke Leseli

9:00 Litaba

9:25 Banna khotla

10:05 Nkeletse

12:00 Re leta thojane

## WEDNESDAY

5:00 Pina ea sechaba (Ea mantsoe)

Sena ke Se-ea-le-moea sa Lesotho se hasang ka maqhubu a MW le FM. Ho MW re fumaneha ho 639KHz, 469 meter band. Ho FM, re fumaneha lipakeng tsa 90.8MHz le 106.1MHz.

Boithabiso, tsoelopele le thuto.... Ke Laboraro la la.....Khoeli ke ea..... Selemo ke sa likete tse peli le mashome a mabeli a metso e 'meli. Ba le lumelising hoseng kajeno ke le.....le.....Metsotso e.....kamor'a hora ea bohlano. Re ka mamela Thahameso thapelo ea hoseng ka Moruti.....oa kereke.....

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5:02 Thahameso	2:00 Litaba
5:10 Litsebiso tsa mananeo	2:05 Molikong oa Bacha
5:15 Re bitsa Lihoai	3:00 Litaba
5:30 Seboping	3:05 Molikong oa Bacha
6:00 Litaba	4:00 Litaba
6:10 Seboping	4:05 Molikong oa Bacha
7:00 News	5:00 Litaba
7:05 Seboping	5:05 Tele
MORNING DRIVE/MAHLASELI	6:00 News
7:30 LRA, LAA, LEA	6:05 Tele
8:00 Litaba	7:00 Litaba
8:30 Lipapali	7:10 Lipii le litsebiso
9:00 Litaba	7:30 Pale
LI TLOAELA MAKHULO	7:45 Palo ea buka
9:05 Lipapli	8:00 Tlaleho ea Lekhotla
10:00 Litaba	8:30 Tlaleho ea Senate
10:05 Litsebiso tse akaretsang	9:00 Litaba



10:30 Outsourced program

9:15 Lipapali

11:00 Litaba

10:00 Re hlasela thota

11:05 Selibang

2:00 Re leta Thojane

12:00 Litaba

10:00 Re hlasela thota

12:05 Re Otlolla taba

12:00 Re leta thojane

1:00 Litaba

## THURSDAY

5:00 Pina ea sechaba (Ea mantsoe)

Sena ke Se-ea-le-moea sa Lesotho se hasang ka maqhubu a MW le FM. Ho MW re fumaneha ho 639KHz, 469 meter band. Ho FM, re fumaneha lipakeng tsa 90.8MHz le 106.1MHz.

Boithabiso, tsoelopele le thuto.... Ke Labone la la.....Khoeli ke ea..... Selemo ke sa likete tse peli le mashome a mabeli a metso e 'meli. Ba le lumelising hoseng kajeno ke le.....le.....Metsotso e.....kamor'a hora ea bohlano. Re ka mamela Thahameso thapelo ea hoseng ka Moruti.....oa kereke.....

5:02 Thahameso

2:00 Litaba

5:10 Litsebiso tsa mananeo

2:05 Molikong oa Bacha

5:15 Re bitsa Lihoai

3:00 Litaba

5:30 Seboping

3:05 Molikong oa Bacha

6:00 Litaba

4:00 Litaba

6:05 Seboping

4:05 Molikong oa Bacha

7:00 Litaba

5:00 Litaba

7:05 Seboping

5:05 Tele

7:30 OUTSOURCED PROGRAMMES

6:00 News

8:00 Litaba	6:05 Tele
8:05 Lipapali	7:00 Litaba
9:00 Litaba	7:10 Lipii le litsebiso
LI TLOAELA MAKHULO	7:30 Pale
9:05 MERAPELO	7:45 Palo ea buka
10:00 Litaba	8:00 Tlaleho ea Lekhotla/Senate
10:05 Litsebiso tse akaretsang	8:30 TSEBA KA AIDS
11:00 Litaba	9:00 Litaba
11:05 O RENG MOLAO	9:05 TSEBA KA AIDS
12:00 Litaba	10:30 Reggae
12:05 Re Otlolla taba	12:00 Re leta thojane
1:00 Litaba	
1:05 Re Otlolla taba	
1:30 News	
1:35 Re Otlolla taba	

## FRIDAY

5:00 Pina ea sechaba (Ea mantsoe)

Sena ke Se-ea-le-moea sa Lesotho se hasang ka maqhubu a MW le FM. Ho MW re fumaneha ho 639KHz, 469 meter band. Ho FM, re fumaneha lipakeng tsa 90.8MHz le 106.1MHz.

Boithabiso, tsoelopele le thuto.... Ke Labohlano la la.....Khoeli ke ea..... Selemo ke sa likete tse peli le mashome a mabeli a metso e 'meli. Ba le lumelisang hoseng kajeno ke le.....le.....Metsotso e.....kamor'a hora ea bohlano. Re ka

mamela Thahameso thapelo ea hoseng ka Moruti.....oa  
kereke.....

5:02 Thahameso	1:35 Re Otlolla taba
5:10 Litsebiso tsa mananeo	2:00 Litaba
5:15 Re bitsa Lihoai	2:05 Molikong oa Bacha
5:30 Seboping	3:00 Litaba
6:00 Litaba	3:05 Molikong oa Bacha
6:05 Seboping	4:00 Litaba
7:00 Litaba	4:05 Molikong oa Bacha
7:05 Seboping	5:00 Litaba
MORNING DRIVE	5:05 Tele
7:30 Thala Boliba	6:00 News
8:00 Litaba	6:05 Tele
8:30 Lipapali	7:00 Litaba
9:00 Litaba	7:10 Lipii le litsebiso tse akaretsaang
LI TLOAELA MAKHULO	7:30 Pale
9:05 Lipapali	7:45 Palo ea buka
10:00 Litaba	8:00 Tlaleho ea Lekhotla
10:05 Litsebiso tse akaretsang	8:45 Ha Habo Molepe
11:00 Litaba	9:00 Litaba
11:05 Mebileng	9:05 Hoza weekend (house/kwaito)
12:00 Litaba	10:00 Re hlasela Thota
12:05 Re Otlolla taba	12:00 Re leta thojane pop/rnb
1:00 Litaba	

1:05 Re Otlolla taba

1:30 News

## **SATURDAY**

5:00 Pina ea sechaba (Ea mantsoe)

Sena ke Se-ea-le-moea sa Lesotho se hasang ka maqhubu a MW le FM. Ho MW re fumaneha ho 639KHz, 469 meter band. Ho FM, re fumaneha lipakeng tsa 90.8MHz le 106.1MHz.

Boithabiso, tsoelopele le thuto.... Ke Moqebelo oa la.....Khoeli ke ea.....Selemo ke sa likete tse peli le mashome a mabeli a motso o mong. Ba le lumelisang hosing kajeno ke le.....le.....Metsotso e.....kamor'a hora ea bohlano. Re ka mamela Thahameso thapelo ea hoseng ka Moruti.....oa kereke.....

5:02 Thahameso

6:15 Tse meja

5:10 Litsebiso tsa mananeo

6:45 Ts'omo

5:15 Tsa Manyalo

7:10 Litsebiso tsa mananeo

6:00 Litaba

7:15 TSEBA LESOTHO

6:10 Ka lapeng Repeat

8:00 Mino oa Sesotho

7:00 NEWS

9:00 Litaba

7:05 Kholu Remedies

9:05 Litlabolane

7:15 Monyanyako (primary & High schools)

12:00 Re leta Thojane

8:30 Mantloaneng

9:00 Reggae Music

10:30 Midday Special (Mix Mash)

1:00 Litaba

1:10 Tsebiso ea mananeo

1:15 Khatholoha

1:30 News

1:35 Khatholoha

2:00 Khetho ea ka

3:00 Re li lata Mabotsela/Lipapali

3:05 Molikong oa Bacha

5:00 Ho khaoha Maseka (No phone in)

6:00 News

## **SUNDAY**

5:00 Pina ea sechaba (Ea mantsoe)

Sena ke Se-ea-le-moea sa Lesotho se hasang ka maqhubu a MW le FM. Ho MW re fumaneha ho 639KHz, 469 meter band. Ho FM, re fumaneha lipakeng tsa 90.8MHz le 106.1MHz.

Boithabiso, tsoelopele le thuto.... Ke Sontaha sa la.....Khoeli ke ea..... Selemo ke sa likete tse peli le mashome a mabeli a metso e 'meli. Ba le lumelisang hoseng kajeno ke le.....le.....Metsotso e.....kamor'a hora ea bohlano. Re ka mamela Thahameso thapelo ea hoseng ka Moruti.....oa kereke.....

5:02 Thahameso

5:10 Litsebiso tsa mananeo

5:15 Tumiso

6:00 Litaba

6:15 Bible Society

6:30 Litsebiso tsa Likereke

7:00 NEWS

7:10 Hlaphoheloang Bakuli

8:00 Sekolo sa Sontaha

8:30 Likopo tsa Sontaha (phone in)

9:00 Gospel Music

9:30 Re sireletse Morena

10:00 Sunday Mix (interviews, clips, motivational/speaking, Sunday music etc.

12:00 Local Gospel

13:00 Litaba

13:10 Khatholoha

13:30 News

13:35 Khatholoha

10:30 Midday Special (Mix Mash)

1:00 Litaba

1:10 Tsebiso ea mananeo

13:30 News

1:35 Khatholoha

14:00 Jazz/Lipapali

15:00 Lipapali/Rea ikhatholla

17:15 'Mino oa Lifela

17:30 Ts'ebeletso ea Mantsiboea

18:00 News

18:10 Selibeng sa Ts'epo

19:00 Litaba

19:05 Kholu Remedies

19:20 Bolibeng ba Mahlomola

20:00 Lentsoe le pina

21:00 Maratha a lilepe

21:15 Lithallere

23:00 Gospel

24:00 Re leta Thojane

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• **FREQUENCY MODULATION (FM)**

**RADIO LESOTHO**

93.3 mhz	Maseru T.Y. Roma Moriya
96.0 mhz	Leribe Botha-bothe
103.6 mhz	Mokhotlong Mapholaneng
96.8 mhz	Thaba-Tseka
98.9 mhz 8 105.4 Mhz	Semonkong Qacha's Nek Sehlabathebe
102.4 mhz	Quthing Mohale's hoek
97.2 mhz	Mafeteng, Mohale's hoek
100.2 mhz	Thaba putsoa Ha Mohale
90.8 mhz	Katse
106.1 mhz	Sehong-hong Thaba Phats'oa
93.2 MHZ	Lebelonyane Mount Moorosi Mphaki
92.6 mhz	Ha sootho Mants'onyane Ha Marakabei
639 khz	Medium wave - HOHLE



## **RADIO LESOTHO PROGRAMME SYNOPSIS**

**NAME OF A PROGRAMME:** ORENG MOLAO

**TARGET AUDIENCE:** Basotho

**PRODUCER:** Makhauhelo Nkopele

**PRESENTER:** Peabathoa Letlaka

**OBJECTIVE:** To educate Basotho about Lesotho Constitution.

**TIME OF BROADCAST.** EVERY THURSDAY AT 11:00 to 12:00

O Reng Molao is a Radio Lesotho programme intended to educate the Basotho Nation about the Lesotho Constitution and other laws of the country to raise awareness on the need to know the law versus activities and crime happening in society. The Ultimate goal is to encourage listeners to curb as well as desist from engaging in crime. Sources of O Reng Molao are lawyers who interpret the laws depending on the topic of the day.

**NAME OF A PROGRAMME:** TS'OMO

**TARGET AUDIENCE:** Children.

**PRODUCER:** 'Makhauhelo Nkopele

**PRESENTER:** 'Makhauhelo Nkopele

**OBJECTIVE:** To entertain, educate and warn children.

**TIME OF BROADCAST:** Every Saturday at 18:45hrs to 19:00hrs

T'somo is a traditional programme that focuses on various folklore stories. The presenter tells the stories in an interesting manner to warn, educate and entertain. All stories border on morality to ensure behavioural change eg how to be respectful and responsible future generation.

**NAME OF A PROGRAMME:** TSE MEJA

**TARGET AUDIENCE:** Senior Citizens

**PRODUCER:** Tebalo Ntepelle

**PRESENTER:** Tebalo Ntepelle

**OBJECTIVE:** To educate and inform the youth about life in the past focusing on cultural beliefs and practices and their relationship and significance to their present lives.

**TIME OF BROADCAST:** EVERY SATURDAY at 18:15hrs to 18:45hrs.

Tse Meja is a historical programme aimed at tapping knowledge from the country's Senior Citizens with the aim to empower the youth. It is through this programme that they are recognised for their importance and numerous contributions in society. In this programme, Senior Citizens talk about their upbringing and marriage to mention a few against historical and traditional beliefs and practices.

**NAME OF A PROGRAMME:** Banna khotla

**TARGET AUDIENCE:** Men

**PRODUCER:** Tselisehang Nkholise

**PRESENTER:** Khotso Mokoatle

**OBJECTIVE:** To Discuss issues affecting men.

**TIME OF BROADCAST:** EVERY SATURDAY at 18:15hrs to 18:45hrs.

The purpose of Banna Khotla is to discuss different issues affecting men in families including achievements and challenges they experience daily. The program intends to assist them to be responsible people in their communities and be leaders in preventing Gender Based Violence, a crime that is manifesting rapidly in society.

**NAME OF A PROGRAMME:** Monyanyako

**TARGET AUDIENCE:** Youth, Adults and choirs from schools.

**PRODUCER:** Maletuka Taunyane

**PRESENTER:** Maletuka Taunyane

**OBJECTIVE:** To entertain Listeners

**TIME OF BROADCAST:** EVERY SATURDAY at 07:10 a.m to 8:30 a.m.

This is an entertainment musical programme where choirs portray their innovative talent through singing.

Choirs include those from schools, communities and churches.

**NAME OF A PROGRAMME:** Sebini sa Kajeno

**TARGET AUDIENCE:** Youth and Adults.

**PRODUCER:** Maletuka Taunyane

**PRESENTER:** Maletuka Taunyane

**OBJECTIVE:** To Promote both local and international artists and their songs.

**TIME OF BROADCAST:** EVERY SATURDAY at 07:10 a.m to 8:30 a.m.

This is an entertainment, musical programme where Local artists are given an hour opportunity to talk about themselves. They also delineate their backgrounds (it could be educational, how their career started, and challenges they encounter to mention but a few). The programme acts also as a platform to promote their songs.

**NAME OF A PROGRAMME:** Likheleke tsa Lesotho

**TARGET AUDIENCE:** Basotho

**PRODUCER:** Mpolokeng Semoli

**PRESENTER:** Mpolokeng Semoli

**OBJECTIVE:** To entertain Listeners

**TIME OF BROADCAST:** EVERY Monday at 10:00 P.M. to 12:00 midnight

Likheleke tsa Lesotho as the name states, is a music programme that hosts Basotho artists and plays their music across all genres. It particularly aims at promoting old and new local music for all age groups.

**NAME OF A PROGRAMME:** Tseba ka AIDS

**TARGET AUDIENCE:** General Public.

**PRODUCER:** Lieketseng Letela

**PRESENTER:** Lieketseng Letela

**OBJECTIVE:** To increase public awareness on HIV/AIDS issues.

**TIME OF BROADCAST:** EVERY Monday at 8:30 P.M. to 10:00 P.m.

This is a programme aimed at increasing public awareness on HIV and Aids. It advocates for adherence to drugs and the use of protection during sex.

Extensive counseling is offered by professionals and patients narrate their stories bringing hope to those who even fear to know their status. The programme also encompasses prevention methods such as index and male circumcision.

**NAME OF A PROGRAMME:** Mantloaneng

**TARGET AUDIENCE:** Pre-school Kids

**PRODUCER:** Peabathoa Letlaka

**PRESENTER:** Peabathoa Letlaka

**OBJECTIVE:** Entertain kids

**TIME OF BROADCAST:** Saturday 8:30 a.m. to 10:00 a.m.

The purpose of Mantloaneng is to entertain children with anything familiar to whatever they are doing at school. The programme is interactive promoting and improving life skills such as interpersonal, confidence and self esteem.

**NAME OF PROGRAMME:** Re li Lata Mabotsela

**TARGET AUDIENCE:** 25 years and above.

**PRODUCER:** Peabathoa Letlaka

**PRESENTER:** Peabathoa Letlaka

**OBJECTIVE:** Entertain Senior Citizens

**TIME OF BROADCAST:** Saturday 3:00 P.m. to 5:00 P.m.

The goal of Re li Lata Mabotsela is to entertain the target audience with back to 80s music and also to ensure the decade's legacy leaves on.

**NAME OF A PROGRAMME:** Re Hlasela Thota

**TARGET AUDIENCE:**

**PRODUCER:** Mpolokeng Semoli

**PRESENTER:** Mpolokeng Semoli

**OBJECTIVE:** Entertain Male Senior Citizens

**TIME OF BROADCAST:** Saturday 10:00 P.m. to 12:00 midnight.

Re Hlasela Thota is a programme which plays indigenous music called Famo. It is a unique genre that originates and is popular in Lesotho. It creates awareness about the latest releases, history of artists and their musical journey. A lively and highly interactive programme with both artists and listeners.

**NAME OF A PROGRAMME:** NKELETSE

**TARGET AUDIENCE:** All. Look

**PRODUCER:** Molete Lipholo

**PRESENTER:** Molete Lipholo

**OBJECTIVE:** To advise Listeners

**TIME OF BROADCAST:** Tuesday 10:30 P.m. to 12:00 midnight

Nkeletse is a Social issues Talk Show, where we discuss problems people experience as well as solutions. It is an interactive programme aiming at behavioural change.

**NAME OF A PROGRAMME:** REGGAE

**TARGET AUDIENCE:** Reggae Music Lovers

**PRODUCER:** Tebalo Ntepelle

**PRESENTERS:** Seepheephe Mahao, Khotso Mokoatle, Tebalo Ntepelle

**OBJECTIVE:** To celebrate the growth of Reggae music in Africa.

**TIME OF BROADCAST:** Thursday 10:30 P.m. to 12:00 midnight

THE programme entertains reggae music lovers providing origins of the music. It's evolution from Jamaica to Europe and the ever popular Dance Hall music.

**NAME OF A PROGRAMME:** Litlabolane

**TARGET AUDIENCE:** All.

**PRODUCER:** Thabo Rakhomo

**PRESENTER:** Thabo Rakhomo

**OBJECTIVE:** Entertain.

**TIME OF BROADCAST:** Saturday 9:00 P.m. to 12:00 midnight.

Litlabolane is a vibrant music show that plays latest hit songs from all genres. Local music is given first priority.

**NAME OF A PROGRAMME:** SUNDAY SCHOOL

**TARGET AUDIENCE:** Kids

**PRODUCER:** Itumeleng Manka

**PRESENTER:** Itumeleng Manka

**OBJECTIVE:** To educate kids about the word of God.

**TIME OF BROADCAST:** Sunday 8:30 a.m. to 9:00 a.m.

Sunday school is a program intended to educate kids about the word of God, ensuring that they grow up knowing how a child of God has to behave and things they should and should not do. We also make sure that they grow up knowing Bible verses and allow them to recite verses of the scripture and sing gospel songs.

**NAME OF A PROGRAMME:** UENA U RENG

**TARGET AUDIENCE:** All.

**PRODUCER:** Ts'elisehang Nkholise

**PRESENTER:** Ts'elisehang Nkholise

**OBJECTIVE:** To solve problems of people

**TIME OF BROADCAST:** Tuesday 10:15 a.m. to 11:00

The aim of Uena U Reng is to solve the problems citizens face. It adds value to their lives with the platform to air opinions, views and worries etc. In this programme anything goes.

**NAME OF A PROGRAMME:** MORNING DRIVE SHOW

**TARGET AUDIENCE:** All.

**PRODUCER:** Ts'elisehang Nkholise

**PRESENTER:** Sephoa Mabese, Tebalo Lebojoa, Peabathoa Letlaka and Lieketseng Letela

**OBJECTIVE:** Variety

**TIME OF BROADCAST:** Tuesday 07:30 a.m. To 10:00

This programme has several segments listed below. It is an interactive show that helps people to know more about events happening around them and in the neighboring country/s.

Segments – **Entertainment news** – Presenter gives gist from the entertainment industry

**Economy** – Daily Economic indicators

**Traffic news** – Traffic officers are called to report traffic situations within the City and this helps people to know the roads to follow to avoid traffic congestion.

**Weather** – daily weather update

**Sports**

It is an interactive part targeted at sports lovers. It starts with sports news, then a hot topic is introduced for discussion and the audience at this point phone in and take part in the programme. There are also some musical breaks in the show to ease tension.

**Ka lapeng 9am -10am Tuesdays**

It is a magazine programme that broadcasts family issues. It gives the listener the chance to off load and share his/her emotional problems. It discusses relationship, marriage, family and economic issues with experts and offers solutions to the various emotional problems. It asks questions on behavioural patterns and attitudes, and calls for change where required.

**NAME OF A PROGRAMME:** RELETA THOJANE

**TARGET AUDIENCE:** Adults

**PRODUCER:** 'Makhauhelo Nkopele

**PRESENTER:** Sephoa Mabese, Tebalo Lebojoa, Peabathoa Letlaka and Lieketseng Letela

**OBJECTIVE:** Variety

**TIME OF BROADCAST:** Tuesday 00:00 a.m. To 05:00 am

Re Leta Thojane is a Radio Lesotho daily show which is from midnight to 5:00 a.m. This is a unique programme where some listeners become members of this programme. As a result this type of listeners are known as maleta thojane. The main purpose of this programme is to protect the public by fighting criminal offences at night such as stock theft, to promote radio Lesotho and other Radio Lesotho's programmes. Most of all Re Let a Thojane is intended to console listeners who are in misery in particular the widows who most of them joined this programme after the death of their husbands.

### **3.7.3 OUTSOURCED PROGRAMMES**

These programmes are produced by independent production houses, government ministries and private sector. Though they have no specific synopsis they are scrutinized before airing. They have no specific time slots.



## 4. CONTRIBUTIONS TO LESOTHO'S SOCIO ECONOMIC DEVELOPMENT

Radio Lesotho's contribution has seen an improvement in revenue collection through advertisements, Transmitters' rental fees, programme slots and footage sales

### 4.1 ADVERTISEMENT FEES

Sales and Marketing Section of LNBS had to review rates due to inflation and forces of supply and demand as well as local and international competitions.

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Rates and Channels Effective from April 2021. (CASH)  
**LIVE READ**

CHANNEL	TIMES	MON-FRI 30 sec per day	SATURDAY	SUNDAY
		M	M	M
C1	05H00-05H30	380.85	340.20	314.50
C2	05H30-09H00	541.20	483.90	483.90
C3	09H30-16H00	429.10	380.85	380.85
C4	16H00-21H00	498.00	401.10	380.85
C5	21H00-00H00	314.50	314.50	238.00
C6	00H00-05H30	144.30	144.30	144.30

### General Information

Language Medium: Sesotho and English

Basic Rates: Rates quoted are for 30 seconds exclusive VAT.  
Commercials of longer or shorter duration are pro rata to the 30 seconds rate

Preferred Time:	Commercials at preferred times (not available on packages) are subject to a 20% loading on the basic channel rate
Sponsorships:	Rates on application for programmes and special features e.g. News, Sports, Traffic Reports etc. are subject to a 50% loading on the basic channel rate
Material/booking:	7 days prior to date of broadcast. (Special DEADLINES ) deadline facilities available on request).
Format Required:	Word
Cancellation:	28 days written notice required
Liquor Restrictions :	None
VAT:	Rates are subject to 15% VAT
Terms of Payment:	Strictly 30 days (in case of an order)
Telephone:	(00266) 22323808

Order Rates and Channels Effective from April 2021(ORDER)  
**LIVE READ**

CHANNEL	TIMES	MON-FRI 30 sec per day	SATURDAY	SUNDAY
		M	M	M
C1	05H00-06H00	437.60	398.00	362.50
C2	06H00-08H30	623.00	623.00	623.00
C3	08H30-12H00	493.60	437.60	437.60
C4	12H00-14H00	493.60	437.60	437.60
C5	14H00-16H00	493.60	437.60	437.60
C6	16H00-18H30	573.70	462.30	437.60
C7	18H30-21H30	573.70	462.30	437.60
C8	21H30-24H00	362.50	362.50	275.50

**General Information**

Language Medium: Sesotho and English.

Basic Rates:	Rates quoted are for 30 seconds exclusive VAT. Commercials of longer or shorter duration are pro rata to the 30 seconds rate.
Preferred Time:	Commercials at preferred times (not available on packages) are subject to a 20% loading on the basic channel rate.
Sponsorships:	Rates on application for programmes and special features e.g. News, Sports, Traffic Reports etc are subject to a 50% loading on the basic channel rate.
Material/Booking:	7 days prior to date of broadcast. (Special DEADLINES ) deadline facilities available on request).
Format Required:	Word
Cancellation:	28 days written notice required.
VAT:	Rates are subject to 15% VAT.
Terms Of Payment:	Strictly 30 days (in case of an order)
Telephone:	FAX: (00266) 22323808

International Rates and Channels Effective from April 2021. (ORDER)  
**LIVE READS**

CHANNEL	TIMES	MON-FRI 30 sec per day	SATURDAY	SUNDAY
		M	M	M
C1	05H00-06H00	587.20	528.00	487.30
C2	06H00-09H00	837.90	748.70	748.70
C3	09H00-16H00	662.50	587.20	587.20
C4	16H00-18H00	662.50	587.20	587.20
C5	18H00-21H00	770.10	621.10	587.20
C6	21H00-05H00	487.30	487.30	369.00

**General Information**

Language Medium: Sesotho and English.

Basic Rates:	Rates quoted are for 30 seconds exclusive VAT. Commercials of longer or shorter duration are pro rata to the 30 seconds rate.
Preferred Time:	Commercials at preferred times (not available on packages) are subject to a 20% loading on the basic channel rate.
Sponsorships:	Rates on application for programmes and special features e.g. News, Sports, Traffic Reports etc. are subject to a 50% loading on the basic channel rate.
Material/Booking:	7 days prior to date of broadcast. (Special DEADLINES ) deadline facilities available on request).
Format Required:	Word.
Cancellation:	28 days written notice required.
Liquor Restrictions :	None
VAT:	Rates are subject to 15% VAT.
Terms Of Payment:	Strictly 30 days (in case of an order

Rates and Channels Effective from April 2021. (CASH)

#### **NORMAL ADVERTS**

CHANNEL	TIMES	MON-FRI 30 sec per day	SATURDAY	SUNDAY
		M	M	M
C1	05H00-05H30	362.60	325.00	299.60
C2	05H30-09H00	515.45	460.85	460.85
C3	09H30-16H00	408.70	362.60	362.60
C4	16H00-21H00	474.20	381.99	362.60
C5	21H00-00H00	299.60	299.60	226.80
C6	00H00-05H30	137.45	137.45	137.45

#### **General Information**

Language Medium: Sesotho and English

Basic Rates:	Rates quoted are for 30 seconds exclusive VAT. Commercials of longer or shorter duration are pro rata to the 30 seconds rate
Preferred Time:	Commercials at preferred times (not available on packages) are subject to a 20% loading on the basic channel rate
Sponsorships:	Rates on application for programmes and special features e.g. News, Sports, Traffic Reports etc are subject to a 50% loading on the basic channel rate
Material/Booking:	7 days prior to date of broadcast. (Special Deadlines) deadline facilities available on request).
Format Required:	MP3
Cancellation:	28 days written notice required
Liquor Restrictions :	None
VAT:	Rates are subject to 15% VAT
Terms Of Payment:	Strictly 30 days (in case of an order)
Telephone:	(00266) 22323808

Rates and Channels Effective from April 2021. (ORDER)  
**NORMAL ADVERTS**

CHANNEL	TIMES	MON-FRI 30 sec per day	SATURDAY	SUNDAY
		M	M	M
C1	05H00-06H00	416.75	379.15	345.20
C2	06H00-08H30	593.35	593.35	593.35
C3	08H30-12H00	470.10	416.75	416.75
C4	12H00-14H00	470.10	416.75	416.75
C5	14H00-16H00	470.10	416.75	416.75
C6	16H00-18H30	546.40	440.30	416.75
C7	18H30-21H30	546.40	440.30	416.75
C8	21H30-24H00	345.20	345.20	262.40

**General Information**

Language Medium:	Sesotho and English.
Basic Rates:	Rates quoted are for 30 seconds exclusive VAT. Commercials of longer or shorter duration are pro rata to the 30 seconds rate.
Preferred Time:	Commercials at preferred times (not available on packages) are subject to a 20% loading on the basic channel rate.
Sponsorships:	Rates on application for programmes and special features e.g. News, Sports, Traffic Reports etc are subject to a 50% loading on the basic channel rate.
Material/Booking:	7 days prior to date of broadcast. (Special DEADLINES ) deadline facilities available on request).
Format Required:	MP3.
Cancellation:	28 days written notice required.
VAT:	Rates are subject to 15% VAT.
Terms Of Payment:	Strictly 30 days (in case of an order)
Telephone:	FAX: (00266) 22323808

International Rates and Channels Effective from April 2021. (ORDER)

#### **NORMAL ADVERTS**

CHANNEL	TIMES	MON-FRI 30 sec per day	SATURDAY	SUNDAY
		M	M	M
C1	05H00-06H00	559.20	502.20	464.10
C2	06H00-09H00	797.90	713.00	713.00
C3	09H00-16H00	631.00	559.20	559.20
C4	16H00-18H00	631.00	559.20	559.20
C5	18H00-21H00	733.50	591.50	559.20
C6	21H00-05H00	464.10	464.10	464.10

## General Information

Language Medium:	Sesotho and English.
Basic Rates:	Rates quoted are for 30 seconds exclusive VAT. Commercials of longer or shorter duration are pro rata to the 30 seconds rate.
Preferred Time:	Commercials at preferred times (not available on packages) are subject to a 20% loading on the basic channel rate.
Sponsorships:	Rates on application for programmes and special features e.g. News, Sports, Traffic Reports etc. are subject to a 50% loading on the basic channel rate.
Material/Booking:	7 days prior to date of broadcast. (Special Deadlines ) deadline facilities available on request).
Format Required:	MP3.
Cancellation:	28 days written notice required.
VAT:	Rates are subject to 15% VAT.
Terms Of Payment:	Strictly 30 days (in case of an order)

Local (CASH) and International (ORDER) Rates and Channels Effective from April 2021.

## PROGRAMMES SLOTS

CHANNEL	TIMES	PROGRAMME DURATION	MON – FRI (each day)	SAT	SUN
			Maloti	Maloti	Maloti
C1	05h00-06h00	15 min	1,177.60	1,043.00	1,043.00
		30 min	2,355.20	2,086.00	2,086.00
		1 hr	4,710.40	4,172.00	4,172.00
C2	06h00-08h30	15 min	1,644.75	1,490.50	1,490.50
		30 min	3,289.50	2,981.00	2,981.00
		1 hr	6,579.00	5,962.00	5,962.00
C3-C5	08h30-16h00	15 min	1,326.80	1,177.60	1,177.60
		30 min	2,653.60	2,355.20	2,355.20
		1 hr	5,307.20	4,70.40	4,70.40
C6-C7	16h00-21h30	15 min	1,539.00	1,234.60	1,177.60
		30 min	3,078.00	2,469.20	2,355.20
		1 hr	6,156.00	4,938.40	4,70.40
C8	21h30-24h00	15 min	971.40	971.40	773.70
		30 min	1,942.80	1,942.80	1,547.40
		1 hr	3,885.60	3,885.60	3,094.80

## General Information

Language Medium : Sesotho and English.

Cancellation : 28 days written notice required.



VAT : Rates are subject to 15% VAT.

Terms Of Payment: Strictly 30 days (in case of an order)  
Telephone: FAX: (00266) 22323808

Terms Of Payment: Strictly 30 days (in case of an order)  
Telephone: FAX: (00266) 22323808

Government Ministerial Rates (ORDER) Effective from April 2021.

## PROGRAMMES SLOTS

CHANNELS	TIMES	DURATION	MON- FRI (each day)	SAT	SUN
C1	05:00-06:00	15 MIN 30 MIN 1 HR	M 444.40 M 888.80 M1777.60	M392.60 M785.20 M1570.40	M365.90 M731.80 M1463.60
C2	06:00-08:30	15 MIN 30 MIN 1 HR	M 630.20 M 1260.40 M 2520.80	M560.30 M1120.60 M2241.20	M630.20 M1260.40 M2520.80
C3	08:30-12:00	15 MIN 30 MIN 1 HR	M499.30 M998.55 M1997.20	M443.40 M886.80 M1773.60	M443.40 M886.80 M1773.60
C4	12:00-14:00	15 MIN 30 MIN 1 HR	M499.30 M998.55 M1997.20	M443.40 M886.80 M1773.60	M443.40 M886.80 M1773.60
C5	14:00-16:00	15 MIN 30 MIN 1 HR	M499.30 M998.55 M1997.20	M443.40 M886.80 M1773.60	M443.40 M886.80 M1773.60
C6	16:00-18:30	15 MIN 30 MIN 1 HR	M579.40 M1158.80 M2317.60	M463.70 M927.40 M1854.80	M443.40 M886.80 M1773.60
C7	18:30-21:30	15 MIN 30 MIN 1 HR	M579.40 M1158.80 M2317.60	M463.70 M927.40 M1854.80	M443.40 M886.80 M1773.60
C8	21:30-00:00	15 MIN 30 MIN 1 HR	M365.90 M731.80 M1463.60	M365.90 M731.80 M1463.60	M291.0 M582.0 M1164.00

VAT: Rates are subject to 15% VAT.

## Transmitter Rentals

RADIO STATION	Sites	BEREA	CHAFO	THABA-TSEKA	MAFETENG	QUTHING	MOKHOTLONG	SOURU	LEBELONYANE	500 W Fee (M)	1000 W Fee (M)	Total Fee (M)
Harvest Fm	2	500W	500W							2 X 3000		6,000.00
BOKAMOSO	3	1000W	1000W		1000W						3 X 5000	15,000.00
PC FM	6	1000W	500W	1000W	500 W		500W	500 W		4 X 3000	2 X 5000	22,000.00
Jesu Ke Karabo FM	4	1000W	1000W		500W			500W		2 X 3000	2 X 5000	16,000.00
MoAfrika FM	5	1000W	1000W	1000W	1000W	1000W					5 X 5000	25,000.00
357 FM	1	1000W									1X 5000	5,000.00
MXXL Radio	1	500W								1 X 3000		3,000.00
Tsenolo FM	3	1000W	500W		1000W					1 X 3000	2 X 5000	13,000.00
Voice of God	3	1000W		1000W			1000W		1000W		4 X 5000	20,000.00
K.E.L Radio	2	1000W		1000W							2 X 5000	10,000.00
Radio Maria	6		500W	1000W	300W	1000W	1000W	1000W		2 X 3000	4 X 5000	26,000.00
BBC	1	1000W									5,000.00	5,000.00
RFI	1	1000W									5,000.00	5,000.00
ACL Radio	2	500W		1000W						3000	5,000.00	8,000.00
Tabernacle	1	500W							1000W	3000	5000	8,000.00
PMR	1	500W								3000		3,000.00
											<b>TOTAL</b>	<b>190,000.00</b>

## 5. CORPORATE SOCIAL INVESTMENT

It is a well-known phenomenon that a successful business is no longer judged solely on the wealth created for its employers but also for its contribution to the social and ecological health of its country, Radio Lesotho is no exception. Through its programming and other campaigns, Radio Lesotho has had the opportunity to embark on numerous activities as a means of Corporate Social Investment.

Talent and culture are our first and prime objectives to advocate, to acknowledge and to passionately support. With location event like Re Leta Thojane, as well as programmes like Boleng ba Rona, Banna Khotla that play 100% locally produced content, Radio Lesotho intends to help put the arts and culture on a deserving par.

The period under review, Radio Lesotho's contribution to society has been enormous and this can be witnessed through the numerous activities it implemented. Most of these activities have been shown in table 4 above. For instance our Back to School Campaign and SOS Event are meant to give back to the society. Various independent sponsors support these events that donate school uniform, stationary, food parcels and sanitary towels, etc., to vulnerable children. Quthing, Thaba Tseka, Mafeteng, Maseru, Botha Bothe and Berea were covered.

Radio Lesotho also has other programmes focussing on social responsibility. Tseba ka Aids, Uena U reng, Selibeng, Banna Khotla, are programmes that drive issues of HIV/AIDS, trafficking in persons, covid-19, early marriage and gender based, business empowerment with emphasis on the youths.

## **6. FUTURE PLANS**

### **6.1 Building Complex**

LNBS is planning to construct a new broadcast complex at the existing premises. It's concept has been approved by the ministry of planning already, and a proposal has been forwarded to FOCAC (A Chinese Africa Cooperation). The new building will house modern studios, offices, and a music-recording studio for the artists, as well as rentals. This plan includes expanding to regional studios in the country, at least starting with two, one in the north and the other in the south.

### **6.2 Transmission**

Radio Lesotho intends to bridge the gap on non-signal receiving areas in the country by installing content transmitters, such as Dilli-dilli in Quthing, Kueneng in Berea and Qholaqhoe in Butha-Buthe

### **6.3 Content**

Radio Lesotho will introduce more programmes to engage the communities at their rural settlements to address socio-economic issues. This will be done through live broadcasts with experts involved.

### **6.4 Revenue Growth**

In its performances, Radio Lesotho will build revenue streams with a mix of media - tangential, non-traditional revenue sources like search engine marketing, video or website creation

### **6.5 Website Creation**

Creation of LNBS Website is in progress. The website will stream LNBS sound platforms to increase our footprint up to international market.

## **6.6 Search Engine Marketing**

Search engine marketing utilizes Google AdWords to advertise your clients to specific markets based on keywords, geography and demographics.

This can assist radio advertisements in driving calls to client or traffic to their website, as well as keeping them “top of mind, top of search”. The ability to target coincides with local clients’ desires, as it can ensure that the advertisements appear to only local people.

## **CONCLUSION**

In conclusion, we wish to request the Lesotho Communications Authority to renew the Sound Broadcasting License for Radio Lesotho. We shall continue to do our utmost to comply with the requirements of regulation as required by the law. We hope you will find our submission in order and wish to thank you for usual cooperation, understanding and guidance.