

LESOTHO TELEVISION

1. BACKGROUND

Lesotho National Broadcasting Service (LNBS) is a department under the Ministry of Communication, Science and Technology and comprises Radio Lesotho, the Ultimate Radio and Lesotho Television. LNBS Headquarters is based in the Capital, Maseru.

LNBS provides coverage and broadcasts of news and variety of Radio and Television programmes. This department serves as a link between Basotho in different locations and unites the nation through coverages.

LESOTHO TELEVISION

Lesotho Television (LTV) was set up in 1988 with an introduction of a 15 minutes transmission (MNET – Open Time). It was setup to cover Papal visit, at the time it was run under Radio Lesotho's budget and staff. It was using mobile van studio.

Immediately after the Papal visit the government of Lesotho decided to continue with Lesotho Television transmission. By then, the Ministry of Information and Broadcasting created a budget vote for all television operations. Fifty-two staff members were recruited for this transition. New television equipment was installed in a training centre building, to convert it into television studios. The transmission time changed sequentially from 15 minutes to 30 minutes, to one hour, and then two hours. The television operations ran under MNET – Open time up until 1998, covering only the lowlands of Lesotho specifically in towns of Teya-teyaneng in Berea, Maputsoe and Hlotse in the Leribe district, and Mafeteng and Maseru.

Lesotho Television initially used recording tapes from old analogue tape formats, Umatic, SVHS, Betacam, to the digital tapes, Dvcam, which by then (1998) matched the digital editing suits called Dayang, offered by the Chinese government. These editing suits did not last long and were replaced by modern Avid Technology.

In 1998, Lesotho Television launched its satellite transmission channel with the help of Digital Satellite Television (DSTV). The launch was performed by former Prime Minister Pakalitha Mosisili.

With the launch of satellite transmission channel, Lesotho Television was able to cover the entire country. Transmission hours were also expanded from two hours to four hours starting from 18:00hrs to 22:00 hrs.

Currently Lesotho Television is free to air and broadcasts for 16 hours and 30 minutes (0600 to 2230 hours). It starts with a two hours live broadcast of current affairs programme in the morning. While it is on satellite, it is also available on the Digital Terrestrial Transmission (DTT) platform.

1.1 VISION AND MISSION

Lesotho National Broadcasting Service (LNBS) is part of the Ministry of Communications, Science and Technology of which Lesotho Television 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 100% of the entire country of an estimated 2.2 million people including the high-lying regions as well as parts of South Africa with satellite transmission and almost 70% of the population with DTT.

LTV is found on DSTV channel 292 and on DTT sites.

DTT SITES

SITE	FREQUENCIES (MHZ)	STATUS
Berea Plateau	538	ON AIR
Ratjomose	666	OFF AIR
Teyateyaneng	658	ON AIR
Leribe - Chafo	690	ON AIR
Qholaque	506	VANDALISED
Ha Ponoane	666	VANDALISED
Quthing – Sheep Stud	666	ON AIR
Thaba Putsoa	554	No Electricity
Pela Tsoeu	602	OFF
Mafeteng	650	ON AIR
Mohale's Hoek	570	VANDALISED AND NO LEC
Lebelonyane	562	ON AIR
Mants'oyane	538	TRANSFORMER DAMAGED
Mokhotlong	538	ON AIR
Thaba Tseka	674	ON AIR
Thaba Tseka Town	674	ON AIR

Semongkong	770	VANDALISED
Qacha's Nek	770	ON AIR
Katse	626	NEEDS LEC POWER
Koeneng	538	VANDALISED
Mafeteng	650	ON AIR

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 Facebook through live streaming.

1.4.1 Target Audience:

The target audience is people of all ages.

1.4.2 Language:

The station predominantly broadcasts in local language; Sesotho (75%) with English accorded 25%.

1.5 STAFF

Lesotho Television staff is hired through the Public Service Commission of the government of Lesotho. The employees are permanent, pensionable and contracted.

- 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 others to critically assess challenges and identify effective lasting solutions

b) OPERATIONS DIRECTOR

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 Lesotho Television 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 to be updated on news coverages daily.
- Subscribes 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
- Identifies skill gaps required to professionalise news and current affairs programmes as well as their presentation on air.
- Consolidates annual objectives and submits them to Operations Director for approval and to provide direction for the Newsroom.
- Actively participates in the preparation and submission of the annual budget for inclusion in ministerial budget in order to secure funds.
- Participates in the preparation and advises the Operations 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.
- Participates in the development of human resource plans to enable effective staffing of the department and advises the Operations Director on shortages and other needs.
- Assigns and allocates responsibilities and duties on Sectional 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) EXECUTIVE PRODUCER

Main Duties

- Schedules all content to be aired on morning live show at Lesotho Television based on demographics and other audience data.
- Liaises with Head of News on the content.
- Liaises with Head of News on equipment required and submits the budget for the unit.
- Maintains the professionalism and cleanliness of the content section's facilities.
- Co-ordinates the sharing of common resources between the hard news and current affairs units.
- To participate in the review and development of programs.
- To acquire local and international news content for Senior Producers for variety and vibrancy.
- To look into which audience to target or appeal to in order to keep high audience.

- To advise on the determination of suitable airing times for the program to take advantage of prime time.
- To participate in the preparation of budgets for the program.
- Attends or recommends delegates who attend meetings, seminars, workshops and conference on matters relating to news production
- Consolidates annual objectives and submits them to the Head of News and Current Affairs for approval
- Actively participate in the preparation and submission of the annual budget for the inclusion in ministerial budget in order to secure funds.
- Participates in the preparation and advises Head of News & Current Affairs regarding approval of sectional work plans to ensure that they are in line with department objectives. Monitors departmental expenditure to ensure adherence to financial regulations and procedures and to guard against overspending.
- Prepares requisitions for the section
- Assigns and allocates responsibilities and duties to Senior Producers and monitors their performance.
- Designs and implements duty schedules for content personnel and for editing units.
- Recommends sectional training plans to facilitate purposeful and systematic training.
- Participates in the development of training programs (in-service and offsite training) for all sectional staff and orientation training for procedures.

Skills Required

- Good interpersonal skills
- Strong written and verbal communication skills
- Good leadership skills
- Ability to follow and understand current affairs in the media sector

e) EDITOR

Main Duties

To Manage the Newsroom

- plans for and prepares schedules and rosters for news coverage
- allocates assignments to news producers
- edits reporters' stories before broadcast for quality.
- monitors news bulletins and broadcasts to ensure quality control
- conducts daily editorial meetings
- ensures security of property and all materials of the Newsroom
- consolidates annual objectives and submits them to the Head of News and current Affairs for approval

Skills Required:

- Editing skills.
- 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.

f) SUB EDITOR

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

g) NEWS PRODUCER

Main Duties

- a producer 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 that have already been covered.
- conducts interviews. These may be broadcast live, or pre-recorded and edited. The News Producers 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 Section

h) PROGRAMMING MANAGER

Main Duties

- 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.
- Plans for content acquisition.
- Schedule for all station programs.
- Supervise programs staff.

Skills Required

- Substantial experience in TV broadcasting and production.
- Demonstrate ability to plan, develop and evaluate radio programs
- A thorough understanding of the mandate of Lesotho Television.
- 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

i) SENIOR PRODUCER

Main Duties:

- monitors television programmes
- prepares work schedules and assignments to cover events and outside broadcasts.
- plans new programmes for television.
- gives assignments to Programmes Officers
- appraising options and submitting for approval
- securing resources and expertise for production.
- provides guidance to programmes producers
- co-coordinating 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

j) LINE PRODUCERS**Main Duties:**

- prepares content to be aired on Television.
- receives assignment or evaluates news leads and news tips to develop story idea.
- organizes and verifies factual information regarding story through interviews.
- Monitors programmes
- quality control of programmes

Skills Required:

- planning, organizational and staff management skills
- a good command of English with strong writing and IT skills
- creativity and good visual sense
- an eye for detail
- an understanding of target audiences
- decision-making skills

k) PROGRAMMES PRODUCERS**Main Duties**

- a producer generates story ideas, collects information and visual material for programme production
- looks for unique, relevant and urgent topics to bring to the public, as well as investigate interesting new angles

- conducts research, talks to sources, identifies event location and do interviews. These may be broadcast live, or pre-recorded and edited
- fact-check findings

Skills Required

- strong on-air personality
- sufficient knowledge in current trends
- confidence
- suitable voice for Television
- good communication and public speaking skills (in both Sesotho and English)
- research and interviewing skills
- ability to work under pressure
- conversant with social media
- strong research skills
- be able to work calmly effectively under pressure, react quickly, and meet tight deadlines.

I) ENGINEERING

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

Positions	Duties
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 DIGITAL MIGRATION

The LNBS implemented Digital Migration Project beginning of 2014/15 and still running. The project is intended to provide Digital Terrestrial Television transmission (DTT)

DTT SITES

SITE	POWER (W)	STATUS
Berea Plateau	5000	Dual illumination Anologue will be terminated on 31 st March 2023 DTT Transmitter switched ON
Ratjomose	600	New Transmission Site hosting DTT transmitters DTT Transmitter expected to be switched ON by 31 st March 2022.
Teyateyaneng	1140	DTT Transmitter installed at Econet site. Transmitter switched ON
Leribe - Chafo	2300	Radio Site has been upgraded to accommodate DTT. Anologue Transmitter switched OFF DTT Transmitter switched ON
Qholaqhoe	2300	New Transmission Site hosting DTT transmitter DTT Transmitter vandalised, under repair
Ponoane	600	Radio Site has been upgraded to accommodate DTT. DTT Transmitter vandalised, under repair
Quthing – Sheep Stud	1140	Radio Site has been upgraded to accommodate DTT. DTT transmitter switched ON
Thaba Putsoa	1140	This is an old site that has been OFF Air for a very long time because of lightning strikes LEC to repair its transformers
Pela Tsoeu	1140	New Transmission Site hosting DTT transmitter DTT Transmitter to be switched ON
Mafeteng	1140	Radio Site has been upgraded to accommodate DTT. DTT transmitter switched ON
Mohale's Hoek	2300	Radio Site has been upgraded to accommodate DTT. DTT Transmitter vandalised, under repair
Lebelonyane	2300	Radio Site has been upgraded to accommodate DTT. DTT transmitter switched ON
Mants'oyane	600	This is a new site that has been OFF Air because of lightning strikes LEC to repair its transformers
Mokhotlong	1140	Radio Site has been upgraded to accommodate DTT. DTT Transmitter switched ON
Thaba Tseka	2300	Radio Site has been upgraded to accommodate DTT. DTT Transmitter switched ON

Thaba Tseka Town	500	New Transmission Site hosting DTT transmitter DTT Transmitter to be switched ON
Semongkong	600	New Transmission Site hosting DTT transmitter DTT Transmitter vandalised, under repair
Qacha's Nek	1140	Radio Site has been upgraded to accommodate DTT. DTT Transmitter switched ON
Katse	2300	New Transmission Site hosting DTT transmitter DTT Transmitter to be switched on once LEC upgraded power supply to the this site
Koeneng	600	New Transmission Site hosting DTT transmitter DTT Transmitter vandalised, under repair

Studio and Outside Broadcast Equipment

- New television equipment installed e.g. cameras, vision mixers, audio mixers
- Acquired new outside broadcast vehicle

2.2 IMPROVEMENT ON CONTENT

The following news and current affairs, and programmes were introduced;

Programme	Developments and Achievements
Tšoarello	Since the broadcast of the programme, great numbers of people who come seek help have increased. It has also increased viewership which can be demonstrated by media comments on Facebook. Disputes between offenders and the offended have been resolved, which is the program main objective. The programme has also helped create an entertainment trends among viewers.
Pelo e ja Serati	Viewership has vastly increased as many people make comments on media platforms like Facebook. There is an influx of partner-seeking clients and as a result, many relationships are formed. This programme has become an entertainment and trend setter as viewers watch episodes then later talk about it

Tseba ka Lesotho	The program has become a Lesotho information hub through which Lesotho history, culture, language, economy, governance, politics, education, tourism and socio-economic aspects are disseminated for students and the nation at large
Tšetšetha	Serves as a platform for discussion on current issues in politics and latest developments
Meloli ea Meloli	Viewers-driven programme where they choose songs of their own interest from Monyanyako music
Eye on SADC	A 30 minutes regional news programme intended to share stories from SADC members that will contribute in the unity and development of the region
Ministry of Water programme	Programme sensitizes communities on water issues and also on how it distributes water countrywide
Other programmes	Procured content aimed to empower independent production companies, on the one hand, while create employment on the other.
Our Times	Our Times soapy, LA Tsenoli talk show and Marena a Boliba drama were sourced in 2015/16.
LA Ts'enoli	
Marena a Boliba	
Step Up Talent Show	Step Up Talent Show was introduced in 2018 for talent search among the youths across the country LTV also signs Memorandum of Understanding with various independent production companies as a form of Coproduction agreement with the aim of empowering those companies, increasing Television content and ultimately helping the station to achieve its goal of social responsibility. Programmes such as Step-up served as a youth talent search show.

2.3 SOCIAL MEDIA

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

2.3.1 Targeting

Pairing social media and Lesotho Television has been a very effective way of extending reach and engaging with a wider audience via Facebook and YouTube.

Lesotho Television 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 Lesotho Television ads with a social media campaign targeting a similarly focused segment of this audience, Lesotho Television is able to engage with customers one-on-one and bring them closer to taking action. This move has prompted our television ads to encourage viewers 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 Lesotho Television is simply taking television to the people using promotional events. With events like the annual Back to School, Litsoanya and Mots'eo, Lesotho Television 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
Back to School	Cooperate Social investment	Radio, television, newspaper, flyers, social media and	Excellent	Well organized event with a good turnout	This event assists students with school uniforms, stationary and other educational

		billboards			essentials. It also provides educational information, and entertains
Litsoanya	Cooperate Social investment	Radio, television, newspaper, flyers, social media and billboards	Excellent	Successful event though challenged by Covid19 restrictions	This event has been consistent in promoting and teaching music to school pupils with different music tools
Mots'eo	Cooperate Social responsibility	Radio, television, newspaper, flyers, social media and billboards	Very Good	A well-organized event with a good turn-out	Successful in its women empowerment approach
National Events	King's Birthday Celebration Moshoeshe's day National Budget speech Armistice Independence's Day State and Official Funerals National elections	Radio, television, newspaper, flyers, social media and billboards	Excellent	The events are covered successfully	These are annual events organized by respective ministries. Our mandate is just to provide coverage.

	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 television 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 television channel
- Government no longer creates new positions that are relevant to television 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 Lesotho Television will be guided by national development policies
- Lesotho Television 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.
- Lesotho Television 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

Lesotho Television 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

Lesotho Television is fully committed to abide by the laws and regulations, as proclaimed by Lesotho Communications Authority (LCA). Under the laws, Lesotho Television 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/video promo to maintain such commitment.

3.2 COMPLAINTS MANAGEMENT

3.2.1 Complaints Procedure

Lesotho Television 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

Cases were based on misrepresentation. They were solved by providing complainants airtime on relevant television slots.

3.2.3 Escalated Complaints

- Cases were based on defamation of character. They were escalated to BDRP. Some of them were escalated to the 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. The latest is the footage of Rea Ribolla show on inheritance.

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 will be made up of Heads of News and 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 television 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.

3.6 PROGRAMMING

LTV PROGRAMME SCHEDULE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
05:55	PRAYER	PRAYER	PRAYER	PRAYER	PRAYER		
06:00	THAHAMESO	THAHAMESO	THAHAMESO	THAHAMESO	THAHAMESO		
08:00	CHINESE	CHINESE	CHINESE	CHINESE	CHINESE	LITSOANYA (8:00)	PRAYER (8:00)
08:30	CHINESE	CHINESE	CHINESE	CHINESE	CHINESE	LITSOANYA	RELIGION
09:00	ATAMELANG HO JEHOVA®	PELO E JA SERATI®	TSA MONA LE MANE®	WATER AFFAIRS	BOPHELO BA HAU	CELEBLAZA	RELIGION
09:30	ATAMELANG HO JEHOVA®	NEWS PREVIOUS DAY	TSA MONA LE MANE®	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	BOHLALE EDUCATION AL	HARVEST WORLD
10:00	ATAMELANG HO JEHOVA®	MOTŠEO	REA RIBOLLA	OUR VOICES	TSOARELO REPEAT	CHINESE MOVIE	GOSPEL
10:30	MELOLI®	TSÉTSÉTHA REPEAT	TŠETŠETHA	TŠETŠETHA	SEOTLONG REPEAT	CHINESE MOVIE	ATAMELANG HO JEHOVA

11:00	MELOLI®	TSETSETHA REPEAT	TSETSETHA	TSETSETHA	SEOTLONG REPEAT	CHINESE OMNIBUS	ATAMELANG HO JEHOVA
11:30	KHORO RA BOPHELO®	NEWS PREVIOUS DAY BUT 1	NEWS PREVIOUS DAY BUT 1	NEWS PREV. DAY BUT 1	NEWSPREV.DAY BUT 1	CHINESE OMNIBUS	ATAMELANG HO JEHOVA
12:00	THAPELO	THAPELO	THAPELO	THAPELO	THAPELO	THAPELO	'MUSA PELO®
12:05	KHORO EA BOPHELO®	OFFICIAL SPEECHES	OFFICIAL SPEECHES	OFFICIAL SPEECHES	OFFICIAL SPEECHES	CHINESE OMNIBUS	'MUSA PELO®
12:30	EYE ON SADC	EYE ON SADC	EYE ON SADC	EYE ON SADC	EYE ON SADC	CHINESE OMNIBUS	'MUSA PELO®
13:00	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY
13:30	OFFICIAL SPEECHS	OFFICIAL SPEECHES	OFFICIAL SPEECHES	OFFICIAL SPEECHES	OFFICIAL SPEECHES	OFFICIAL SPEECHES	PELO E JA SERATI®
14:00	THAHAMESO®	THAHAMESO	THAHAMESO	THAHAMESO	THAHAMESO	VOA – STRAIGHT TALK AFRICA	COVID 19 AWARENESS ®
14:30	THAHAMESO®	THAHAMESO	THAHAMESO	THAHAMESO	THAHAMESO	BOPHELO DRAMA®	TSOARELO REPEAT
15:00	THAHAMESO®	THAHAMESO	THAHAMESO	THAHAMESO	THAHAMESO	HARAMBE®	HARVEST WORLD REPEAT
15:30	THAHAMESO®	THAHAMESO	THAHAMESO	THAHAMESO	THAHAMESO	HARAMBE®	CELEBLAZA
16:00	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	NEWS PREVIOUS DAY	INTERNATIO NAL NEWS	REA RIBOLLA REPEAT
16:30	CHILDREN	CHILDREN	CHILDRN	CHILDREN	CHILDREN	INTERNATIO NAL	ATAMELANG
17:00	CHINESE	CHINESE	CHINESE	CHINESE	CHINESE	OUR VOICES	ATAMELANG

17:30	CHINESE	CHINESE	CHINESE	CHINESE	CHINESE	MOTSEÓ	ATAMELANG
17:45	INFORMATIALS	'MUSA PELO®	INFORMATIAL	INFORMATIAL	INFORMATIAL	MOTSEO	ATAMELANG
18:00	TSEBA KA LESOTHO	'MUSA PELO®	TŠETŠETHA	LITSOANYA	CELEBLAZA	BOPHELO BA HAO	MUSA PELO®
18:30	BOHLALE REPEAT	TSA MONA LE MANE	TŠETŠETHA	LITSOANYA	SEHAESO	SEHAESO	MUSA PELO®
19:00	BUSINESS UNCAPPED	TSA MONA LE MONE	WATER AFFAIRS	BOPHELO BA HAU	SEHAESO	SEHAESO	BANTU
19:30	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
20:00	MOTSEÓ	REA RIBOLLA	OUR VOICES	TŠOARELO	DOCUMENTARY	TSEBA KA LESOTHO	KHORO EA BOPHELO
20:30	TSETSETHA	TS'ETS'ETHA	TS'ETS'ETHA	SEOTLONG	HARAMBE	'MUSA PELO	KHORO EA BOPHELO
21:00	TSETSETHA	TS'ETS'ETHA	TSÉ TSÉTHA	SEOTLONG	HARAMBE	'MUSA PELO	PELO E JA SERATI
21:30	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
22:00	EYE ON SADC	EYE ON SADC	EYE ON SADC	EYE ON SADC	EYE ON SADC	CLOSE	CLOSE

LTV PROGRAMME SYNOPSIS

PROGRAMME NAME	TARGET AUDIENCE	PROGRAMME SLOT	PROG DAY	DUR	TAG LINE	FORMAT	OBJECTIVE
RELIGIOUS PROGRAMMES							
Atamelang Ho Jehova	Everyone	16:30-17:00	Sunday	56 mins	Living your faith	Studio Presenter, Panel Discussion and Audience Based	A church service-related show. Church services are covered to spread the word of God.
Khoro ea Bophelo	Everyone	20:00-	Sunday	56 mins	Living your faith	Studio Presenter, Panel Discussion and Audience Based	A religious programme to promote unity in diversity. This is a platform where various denominations discuss issues according to their faith.

COMMUNITY PROGRAMMES

Tšoarelo	18 and above	20:00	Thursday	25 mins	Re felisa likhohlano	Interview and vox pops	Programme intended to unite people with differences to help bring peace.
Rea ribolla	Adult both female and male 21	20:00	Tuesday	25 mins	Re pepes a 'nete	investigative program which conscientise Basotho on legal, social and economic challenges/ issues.	An investigative program which conscientises Basotho on issues pertaining to their daily legal, social and economic challenges.

Pelo e ja Serati	21 years and above	21:00	Sunday	25 mins	Get a partner	Set interviews	A program intended to help people to find partners to establish love relations. Candidates may be singles, unmarried, divorced, widows or widowers.
Motséo	18 and above	20:00	Monday	25 mins	Mosali ea itšepang	Studio interviews, Vox Pops	Program meant to empower women on health, business, family and fashion issues.

CULTURAL PROGRAMS

Sehaeso	All ages	19:00	Thursday	56 mins	Boulel a bocha ba ba hau	Set interviews	A program that promotes culture through traditional music and cultural events
YOUTH PROGRAMMES							

DOCUMENTARY

Tseba ka Lesotho	18 and above	20:00	Saturday	25 mins		Set interviews	A documentary on Basotho culture, tourism, history and adventure in and outside Lesotho.
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SPORTS

Mega Sports	18 and above			25 mins	We play your game	Interviews	Magazine show which covers local and international sports activities.
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GOVERNMENT MINISTERIAL PROGRAMMES

Local Government	All ages	18:00	Mondays	25 mins		On-field interviews	The programme is intended to educate Basotho on issues relating to socio-economic challenges, economy, environment and health based on the ministry's mandate to ensure establishment of councils, chieftainship, land administration and housing and planning to ensure water, electricity and road constructions
Water Affairs	18 and above	19:00	Wednesday	25 mins		Interviews	
Bophelo Ba Hau	All ages	19:00	Thursday	25 mins		Studio panel based interview	A programme intended to educate Basotho nation about national health services and places where to get them.

OUT-SOURCED PROGRAMMES

Business Uncapped	18 and above	19:00	Mondays 25 mins			Interviews	A programme which is intended to develop and equip young people with entrepreneurial skills.
Celeblaza	18-35 years	18:00	Friday	25 mins		Studio based interviews	Promotion of art and talent within the country

CHILDREN PROGRAMS

Children	5- 18 years	16:30	Monday s- Fridays	56 mins			This programmes aims to educate children about life skills
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NEWS AND CURRENT AFFAIRS

Litaba	All ages	19:30	Daily	25 mins		Live studio broadcast	Current affairs programme intended to disseminate information on all aspects of life
Tsétsétha	18 and above	20:30	Monday , Tuesda y, Wednes day	56 mins		Live studio panel based interviews	Current affairs programme which produces breaking news on local and other global issues. It also embraces corporate-social issues.
Seotlong	18 and above	20:30	Thursda y	56 mins		Live studio panel based interviews	Current affairs programme that looks into local issues, covering wide spectrum of national events

Thahameso	18 and above	06:00	Monday -Friday	2 hours			Current news programme that is intended to disseminate latest news and current affairs, also providing day tips at early hours
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MUSIC PROGRAMMES

Litsoanya	All ages	18:00	Thursday	56 mins		Choral (Monyanya ko)	Music programme intended to entertain viewers with recorded music from community choirs, high schools, churches, etc
'Musa-Pelo	All ages	20:30	Saturday	56 mins		Choral (Linoto)	'Musa Pelo is a choral music programme which is aimed at entertaining viewers and promote choral music in Lesotho; to serve as a platform to choirs to showcase their singing talent and help improve choral music in Lesotho and help advance personal experience of choir conductors, singers and music writers. the choral music is recorded at schools, churches and community choirs

VARIETY PROGRAMMES

Religion		08:30	Sunday	56 mins		Set presentation	The aim of this programme is to spread word of God
Harvest World Church		09:30	Sunday	56 mins		Set presentation	Outsourced programme slotted to promote word of God
Bantu TV		19:00	Sunday	25 mins		Set interviews and other footage	This programme solely broadcasts Bantu TV sports events

NB: Content is king. In order for LTV to sustain its content, it has partners internationally and regionally who supply the station with content from time to time.

E.G.- VOICE OF AMERICA-VOA.

BBC

ALJAZEERA

SOUTHERN ARICAN BROADCASTING ASSOCIATION (SABA)

CCTV (Chinese TV)

4. CONTRIBUTIONS TO LESOTHO'S SOCIO ECONOMIC DEVELOPMENT

Lesotho Television's contribution has seen an improvement in revenue collection through advertisements, programme slots, news coverages 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.

LESOTHO TELEVISION RATES

LNBS Television Infomercial Rates as of 01st APRIL 2021

CHANNEL	Days of the week	Time Channel	Duration	Rate
	Mon - Fri	08:30 – 09:00	5 min	M1,116.15
LNBS TV 1	Mon – Fri	22:00 – 22:30	5 min	M1,116.15
	Sat	06:00 – 06:30	5 min	M1,116.15
	Sun	06:00 – 06:30	5 min	M1,116.15

Channel	Days of the week	Time Channel	Duration	Rate
	Mon - Fri	08:30 – 09:00	10 min	M2,232.30
LNBS TV 1	Mon - Fri	22:00 – 22:30	10 min	M2,232.30
	Sat	06:00 – 06:30	10 min	M2,232.30
	Sun	06:00 – 06:30	10 min	M2,232.30

Channel	Days of the week	Time Channel	Duration	Rate
	Mon & Fri	08:30 – 09:00	15 min	3,349.50
LNBSTV 1	Mon & Fri	22:00 – 22:30	15 min	3,349.50
	Sat	06:00 – 06:30	15 min	3,349.50
	Sun	06:00 – 06:30	15 min	3,349.50

All other rates are exclusive of 15% VAT.

LTV ADVERTISING RATES (LOCAL)

LNBS Television Cash Sales Rates as of 01st APRIL 2021

Channel	Time	Mon-Fri	Sat	Sun
C1	06:00-08:30	M970.20	M970.20	M970.20
C2	08:30-17:30	M1,436.82	M1,436.82	M1,436.82
C3	17:30-19:00	M1,508.43	M1,508.43	M1,508.43
C4	19:00-22:30	M1,975.05	M1,508.43	M1,508.43

LNBS Television Purchase Order Sales Rates as of 01st APRIL 2021

Channel	Time	Mon-Fri	Sat	Sun
C1	06:00-08:30	M1,067.22	M1,152.22	M1,151.22
C2	08:30- 17:30	M1,580.50	M1,580.22	M1,580.22
C3	17:30-19:00	M1,659.27	M1,659.27	M1,659.27
C4	19:00-22:30	M2,172.56	M2,172.56	M2,172.56

Market Place proposed at M275.00 (incl. of 15% vat) for both 7:30 and 21:00 pm news

News coverages M16, 651.74 (incl. of 15% VAT)

All other rates are exclusive of 15% VAT

Commercials that are in duration subject to the 30 seconds pro rata

LNBS TELEVISION PROGRAMMES RATES

LNBS Television Cash Sales Rates as of 01st APRIL 2021

	Channel	Days of the week	Duration	Rate
		Mon-Sun	15 min	3,868.67
LNBS TV 1	LNBS TV 1	Mon-Sun	30 min	7,713.09
		Mon-Sun	1 hour	15,474.69

LNBS Television Purchase Orders Sales Rates as of 01st APRIL 2021

	Channel	Days of the week	Duration	Rate
		Mon- Sun	15 min	4, 255.55
LNBS TV 1	LNBS TV 1	Mon- Sun	30 min	8, 484.40
		Mon- Sun	1 hour	17, 022.16

NOTE: Programmes from organisations with social responsibility are subject to 50% off

All other rates are exclusive of 15% VAT

LESOTHO TELEVISION INTERNATIONAL RATES

LNBS Television International Adverts Rates as of 01st APRIL 2021

Channels	Time channels	Mon to Fri (each day)	Sat (each day)	Sun (each day)
C1	06:00-08:30	1,924.68	1,924.68	1,924.68
C2	08:30-17:30	2,550.68	2,550.68	2,550.68
C3	17:30-19:00	2,678.64	2,678.64	2,678.64
C4	19:00-22:30	4,458.37	4,458.37	2,550.68

GENERAL INFORMATION

Language: Sesotho and English

Material Required: MP4, MOV

Basic Rates: Rates quoted are 30-second commercials. Commercials of longer or shorter duration are pro rata

to the 30 seconds rate.

Preferred Time: Commercials at preferred times are subject to 20% loading on the basic channel rate.

Sponsorship: Rates on application for certain programmes and special features.

Cancellation: 28 days written notice required.

VAT: Rates are subjected to 15% VAT

4.2 PRODUCTION HOUSES COMMISSIONED

Lesotho Television contributes to the country's socio-economic growth by providing platform for local production houses.

The Station commissioned production houses to create content and some of them are:

- a) LA Ts'enoli (PTY) LTD - LA Ts'enoli Talk Show
- b) Landlocked (PTY) LTD – Our Times
- c) Nebula - Marena a Boliba drama
- d) 'Mateboho Productions - Marena a Boliba drama
- e) 'Mantsopa Productions – Bussiness Uncapped
- f) Khaya Holdings (PTY) LTD – Edu-reloaded, Step-up talent show, and Bophelo drama
- g) Bantu TV – Sport programme
- h) Different church programmes e.g. Harvest World, Soul Winning

Lesotho Television also created platform for local artists who developed their talent and grew as a sector in music. Above all, the Station has managed to support other ministerial mandates, which improve the economy of the country, through its programming, e.g. Agriculture, Tourism, Health, Education, Local Government, Forestry.

5. CORPORATE SOCIAL INVESTMENT

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 and Lesotho Television is no exception. Through its programming and other campaigns, Lesotho Television 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 Se Haeso, as well as programmes like Tseba ka Lesotho, Litsoanya that play 100% locally produced content, Lesotho Television intends to help put the arts and culture on a deserving par.

During the period under review, Lesotho Television'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 Litsoanya events 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.

Lesotho Television also has other programmes focussing on social responsibility. Mots'eo, Tsoarelo and Rea Ribolla 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 DEVELOPMENT PROJECTIONS

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

Lesotho Television intends to bridge the gap on non-signal receiving areas in the country by installing television transmitters at Dilli-dilli in Quthing, Kueneng in Berea and Qholaqhoe in Butha-Buthe

6.3 CONTENT

Lesotho Television 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. Some of the envisaged programmes are;

NAME	TARGET AUDIENCE	SLOT	PROPOS ED DAY	DUR	TAGLINE	FORMAT	OBJECTIVES
Street Chat	18 and above	1800hrs to 1830hrs	Friday	25 mins		Interviews and vox pops	A youth program aimed at educating and informing youth on day to day life challenges through a variety of topics such as sexuality, drug

							abuse, health, social media, etc
Sapota	18 and above	2000hrs to 2030hrs	Tuesday	25 mins	Take your responsibility, I will take mine	Set interviews	Program intended to influence parents, both male and female, who have neglected their children to take responsibility.
Masoabi	18 and above	1830hrs to 1900hrs	Wednesday	25 mins	Get healed	Set interviews	A program intended to help address family issues, help initiate therapy for men, empower men on how to raise and take care of families and how to support children and women.
Midday News	All ages	13:00	Monday-Friday	56 mins		Live studio news bulletin broadcast	Program intended to highlight views on latest development on current news locally and internationally.

6.3 REVENUE GROWTH

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

6.3.1 Website Creation

There are plenty of businesses out there that still don't have a website. These days, creating basic websites with a logo and contact information is a cinch, but can be a great source of revenue from those clients who just need to be found online.

6.3.2 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 television Broadcasting License for Lesotho Television. 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.