



FACT SHEET

RADIO PRODUCTION GUIDE

OUTREACH GUIDE



INTRODUCTION TO SOUTH AFRICA'S YOUTH CAPITAL

The term capital can simply be defined as the resources needed to create more resources, including financial and social resources. As youth, you can be seen as the capital of a country, and if adequately invested in you can be active participants of the economy and can help generate more resources for the country. But, almost 40% of South African youth are unemployed and there have been over 1.5 million young people who have been looking for work for over three years (Statistics SA). South Africa is not doing a good job at nurturing your potential and the Youth Capital campaign is here to advocate for transformation. The campaign aims to ensure that every young South African has the education, skills, support, and opportunity to get their first decent job.

What has caused so much unemployment in our country and made a campaign like this necessary? As present-day youth, you have inherited a severely unequal, elitist, exclusive, and unjust society, coupled with government corruption and a lack of good governance. This means that even 25 years post-apartheid most people of colour do not own land and homes, they are still geographically segregated, their transport systems are terrible, they are food insecure, they cannot afford decent health care, they struggle with access to water and electricity, their communities are afflicted with violence and substance abuse, and they are affected by racism. All of these obstacles and more are tripping you, as the youth, in your race to finding decent jobs. Most of you are not willingly making the decision to drop out of school, nor are you inactive job seekers, but the way the country has been structured

and organised (as a result of colonialism and apartheid) it could be said that you are struggling to find work due to the odds stacked against you.

Youth not standing much of a chance at finding decent jobs and succeeding is something we should all be talking about and taking action to correct. There are over 20 million youth in this country, making up two-thirds of our population. If we do not care about your concerns, aspirations, and inheritance, it means we are neglecting and not putting to work 60% of our population. The country is squandering your potential and not employing you as tools to help grow our economy which would, in turn, reduce the gap between the rich and the poor. This means the poverty some of your parents and grandparents live through will continue to be a reality for you and generations to come. Without addressing how to better educate you, help you as you transition into adulthood and into the workforce, we are not dissolving generational poverty fast enough, and South Africa's inequality will worsen.

All South African young people deserve to see both political and economic freedom in their lifetimes. The Youth Capital campaign calls on the whole country; parents, teachers, principals, health care workers, the police, mentors, government, businessmen, and other community members to rally together to help you attain this future. If we work together, we can help shape and influence policy on strengthening national and local level initiatives to help you get your first decent job.

TERMS TO DEFINE

- **Youth:** The National Youth Commission Act of 1996 defines youth as persons between the ages of 14 and 35.
- **Youth Capital:** Youth Capital is a campaign to transform the employment path of a generation. The aim of the campaign is to ensure that every young South African has the skills, support, and opportunity to get their first decent job.
- **Structural inequality:** Structural inequality occurs when the core of organisations, institutions, governments or society contain an unfair bias which provides advantages and privilege only for some people, and not for others. This can involve rights, status, or unequal access to health care, housing, education, and other physical or financial resources or opportunities (CIQLE). Structural inequality exists in South Africa because of both the colonial and apartheid systems.
- **Economy:** The economy is all about money being made and the money being spent. It is a system of organisations and institutions that play a role in the making and distribution of goods and services in a society, coupled with the consumers of those goods and services in a local, regional, or national community.
- **Generational poverty:** Generational wealth, also called family wealth or multigenerational wealth or legacy wealth, is wealth that is passed down from one generation to another (Money Done Right). Generational poverty is the opposite of this – it is the lack of wealth to pass down to another generation, and thus one generation remains in similar poverty-stricken environments as the generation before it.

GET THE FACTS! BUST THE MYTHS!

MYTH

Youth are lazy and expect everything to be handed to them.

FACT

Contrary to popular belief, our South African youth are not the “lost generation”. Despite the many challenges they face, most of them tend not only to be optimistic about their futures, but they are also willing to take responsibility for themselves and are active citizens in their communities. Although they do need support from the community and government, they are active agents of change confident in their ability to transform their own lives.

(Next Generation South Africa)

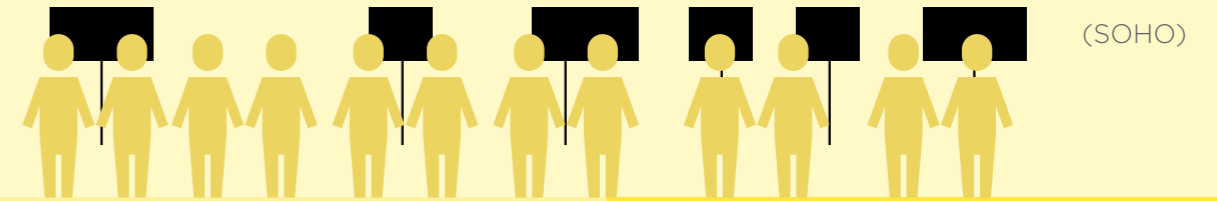
Youth are unemployed because they only want work that pays them high salaries.

Even though many young people make their career choices based on how much they will earn, a lot of them are willing to work for less because they believe that “something is better than nothing”.

(Next Generation South Africa)

DID YOU KNOW

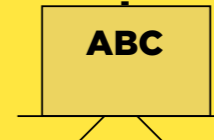
In recent years, and in the past, **youth have been admirable agents of change** and have been at the forefront of **driving social change** in **South Africa**. The June 16 Uprising that began in Soweto in 1976 and spread countrywide profoundly changed the socio-political landscape in South Africa. From 2015 to 2016, students across the country participated in the **#FeesMustFall**, a student-led protest movement, aiming to stop increases in student fees as well as to increase government funding of universities.



The majority of young South Africans live in income-poor households, which means that each household member lives on under R1200 per month. Considering that young job seekers spend around R500 per month on job seeking (mainly on transport and printing and data costs), most young people are spending half of their monthly income looking for work.

(Statistics SA, Siyakha Report 2016)

Almost half of Grade 1s won't make it to Matric, 40% of undergraduate university students won't graduate within five years, and the majority of Technical and Vocational Education and Training (TVET) students won't qualify.



(Higher Education Access and Outcomes for the 2008 National Matric Cohort, DHET and DNA Economics)

Africa is the world's youngest continent. While the rest of the world is getting older, **60%** of Africans are **under the age of 25** with the median age being 19. With young people usually leading in innovation and being a great source for labour of any economy, young Africans have the **potential to drive economic growth** and innovation **for the continent.**

(Gates Notes)

IN THE PAST DECADE, GENERAL **UNEMPLOYMENT** HAS GONE FROM **23% TO 27%**, WHILST UNEMPLOYMENT AMONGST **YOUNG PEOPLE** (15- 34 YEAR OLDS) HAS GONE FROM **32% TO 39%**. THE SHOCKING PART ABOUT THIS STATISTIC IS THAT IT EXCLUDES THOSE WHO HAVE GIVEN UP ON EVER FINDING A JOB.



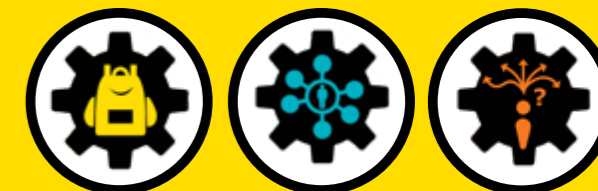
(Statistics SA)

RESOURCES

- Youth Capital - Unlock the potential of a generation
<https://www.youtube.com/watch?v=yNe1pYQVAx8>
- This is what inequality looks like Johnny Miller
https://www.youtube.com/watch?v=lpfMMKT_4jw
- Next Generation research series
<https://www.britishcouncil.org/research-policy-insight/research-series/next-generation>
- South Africa's #feesmustfall explained
<https://www.youtube.com/watch?v=yN8b6ZfHAI>
- Youth Capital website
<https://youthcapital.co.za/>

YOUTH CAPITAL

RADIO PRODUCTION GUIDE



PREPARING FOR THE SHOW

ANGLES

DIFFERENT WAYS TO TALK ABOUT SOUTH AFRICA'S YOUTH CAPITAL

- What is the Youth Capital campaign and why is a campaign like this important? What are its objectives?
- What are structural inequalities and are they visible in your community?
- Do you think the government should be responsible for addressing structural inequalities in your community? Why or why not?
- Why is it important that the government, business owners, non-state actors, and other stakeholders be concerned about you as young people and your concerns and aspirations?
- What is generational poverty and how can we take steps against it?
- What are youth's current attitudes towards education, looking for work and being part of the labour force?

CHOOSE AN ANGLE

What is the Youth Capital campaign and why is a campaign like this important? What are its objectives?

Ways to talk about: What is the Youth Capital Campaign and why is a campaign like this important? What are its objectives?

- Youth Capital is a campaign to transform the employment trajectory of a generation by ensuring that every young South African has the skills, support, and opportunity to get their first decent job.
- The objectives of the campaign are:
 - To amplify the voices and power of young people to define the youth employment agenda;
 - To work on a community level to compose new small solutions to increase youth employment;
 - To drive a collective, focused, evidence-based agenda for youth employment;
 - Inform and influence the people, policy and practices that define the path of young South Africans;
- A campaign like this is important because 7.9 million of you, as youth, are out of work, education or training opportunities. Without a campaign like this, you as young people, cannot be the engine of our economy, society, and democracy that you are capable of being. The campaign is amplifying your concerns and aspiration to help shape and influence policy on strengthening national and local level initiatives to help you get your first decent job, and in turn, make sure every young South African reaches their full potential.

FORMATS

**VOX POP****Vox pop aim**

To get many opinions on one topic.

**Who do you talk to?**

Anybody in the community.

**Question**

What is generational poverty and what steps can be taken to reduce it?

**AUDIO COMMENTARY****Audio commentary aim**

To get people's opinion about a topic that they care deeply about.

**Who do you talk to?**

- Ask a parent in the community to talk about how they support their child/ children attending school, looking for work or while they work.
- Ask a teacher in the community to talk about what factors they think influence a young person to not successfully complete both basic and higher education.
- Ask a young professional which structural inequalities they needed to overcome before they got their first decent job.

**AUDIO PROFILE****Audio profile aim**

To get a first person account of someone's experience, passion or journey. Audio profiles often aim to inspire.

**Who do you talk to?**

- A parent in the community that is supporting their child/children as they go to school, look for work or while they work **OR**
- A young professional who overcame some structural inequalities to find their first decent job **OR**
- A teacher in the community who can talk about the factors they think influence a young person to successfully complete both basic and higher education.

**Questions**

- What obstacles do we face in this community that other advantaged communities do not face?
- How do structural inequalities in this community affect young people's ability to work towards getting their first decent jobs?
- How do parents, teachers, other community members and community-based organisations support young people in this community?
- What are some of the practical next steps and small solutions we can take as a community to better support young people as they strive for a better future and try to find decent jobs?
- What are young people's attitudes towards school and looking for work in this community? Are they lazy or are they driven and determined?
- In what ways can young people work with local government and other stakeholders to help reduce the challenges they face?

Please see interview questions in "How to present your show".

FORMATS

**PUBLIC SERVICE ANNOUNCEMENT****The aim of a PSA**

To create a public awareness message.

Create a PSA that raises awareness about the Youth Capital campaign. A campaign that aims to transform the employment trajectory of a generation by ensuring that every young South African has the skills, support, and opportunity to get their first decent job.



Voice 1: Hey Dineo, when was the last time you saw Thabang? He has lazy tendencies that one!

Voice 2: Thabang is anything but lazy, Mpho! He is in my class, and he is very smart and a hard worker.

Voice 1: But why does he miss so much school? The next thing he will be failing his tests and then fail grade 11 completely. We are almost at the finish line, one more year and we are done with school.

Voice 2: His dad recently died, and his mom just started a new job in town. I heard he has to look after his younger siblings while she goes to work, there is no one else to help them. Plus, I do not think his mother can afford to pay for this daily transport costs.

Voice 1: But that is not fair, I wish there was a way our school can support students like Thabang, but our school is also very poor and teachers are overworked.

Slogan

South African young people are not succeeding at school and are not finding work opportunities because of the many obstacles they face. Let's put our heads together as a community and find ways to better support young people as they strive for a better future. Join the Youth Capital campaign as we work towards ensuring that every young South African has the skills, support, and opportunity to get their first decent job.

HOW TO PRESENT YOUR SHOW



Use your produced radio features, your research and the suggested script and questions to write your own script.

[INTRO:]

Host 1: It's just gone [TIME] and you're just in time for the [NAME OF SHOW] on [RADIO STATION]. My name is [NAME].

Host 2: That's right! And my name is [NAME], and today's show is all about the Youth Capital campaign. Yes, you heard me. The campaign aims to transform the employment path of present-day youth by ensuring that every young South African has the skills, support, and opportunity to get their first decent job. Today, we'll be talking about what structural inequality is, how it shows up in our community and affects young people in the community as they try to find jobs.

Host 1: That's right, we will be talking about the legacy of colonialism and apartheid, and how that legacy makes it very difficult for youth from communities such as ours to succeed. Did you know that almost 40% of South African youth are unemployed and there have been over 1.5 million young people who have been looking for work for over three years?

Host 2: Wow! That is a shocking fact! All the more important that we start addressing present-day youth's aspirations and concerns. As youth, we make up two-thirds of our population. There is over 20 million of us in this country, are we headed into more poverty like the generations before us?

Host 1: I think the country needs to stop wasting our potential, it needs to employ us as tools to help grow our economy so that we can start reducing the gap between the rich and the poor. Our entire

community: parents, teachers, principals, health care workers, the police, mentors, government, businessmen, and other community members need to work alongside us to come up with practical next steps and small solutions in our communities. The work we do at a community level can contribute to strengthen national initiatives.

Host 1: Let's hear more South Africa's structural inequality, how it shows up in our community and how it affects young people.

[PRESENT WHO IS BEING INTERVIEWED]
[PLAY THE INTERVIEW]

[OUTRO:]

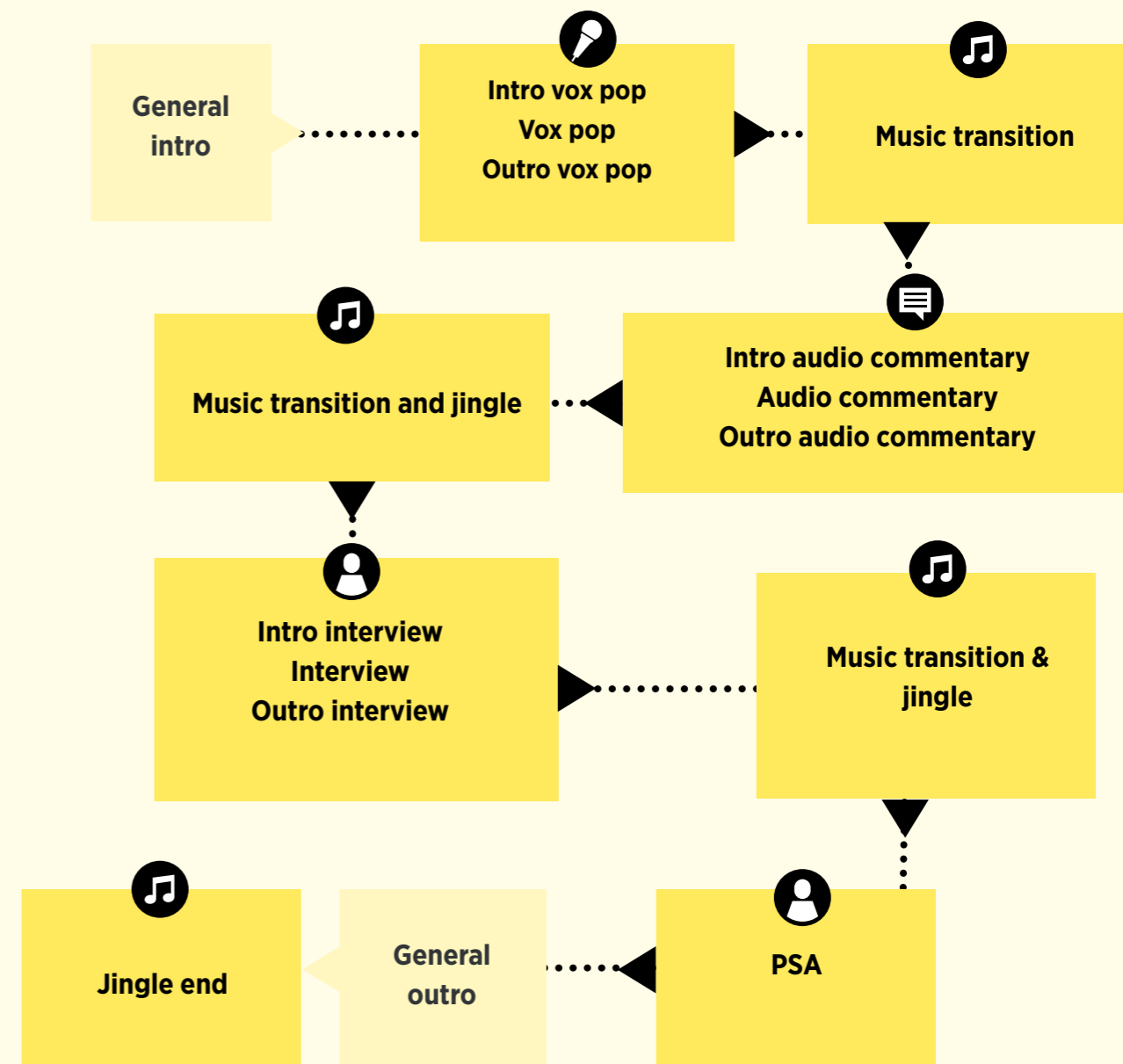
Host 1: Today, we've learnt a lot about structural inequality, how it shows up in our community and how it affects our progress as young people.

Host 2: Yes! Understanding structural inequalities is important so that we can understand what obstacles we as young people have to face on the path to employment and also so that as a community we can start finding practical next steps and small solutions to better support us.

Host 1: Next week on [DAY] at [TIME] we'll be talking all about [NEXT WEEK'S SHOW TOPIC]. Until then, it's bye from us!

SHOW OUTLINE

Full show on 'Introduction to South Africa's Youth Capital' (1 hour)



ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.



PREPARING FOR THE SHOW

ANGLES

DIFFERENT WAYS TO TALK ABOUT SOUTH AFRICA'S YOUTH CAPITAL

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- Do you think the government should be responsible for addressing structural inequalities in your community? Why or why not?
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OUTREACH FORMATS



GUEST SPEAKER



Guest speaker aim

A guest speaker is someone who can share expert knowledge about the impact statement or tell a personal story related to the impact statement.

Some questions for the guest speaker to think about ahead of time

- What obstacles do we face in this community that other advantaged communities do not face?
- How do structural inequalities in this community affect young people's ability to work towards getting their first decent jobs?
- How do parents, teachers, other community members and community-based organisations support young people in this community?
- What are some of the practical next steps and small solutions we can take as a community to better support young people as they strive for a better future?
- What are young people's attitudes towards school and looking for work in this community? Are they lazy or are they driven and determined?
- In what ways can young people work with local government and other stakeholders to help reduce the challenges they face?



INTERVIEW



Interview aim

An interview is a one-on-one conversation where questions are asked by the interviewer and answers are given by the interviewee.



Suggested questions for an interview with a young person from the community who had to overcome some structural inequalities before getting their first decent job:

- What does structural inequality mean to you?
- What are some of the issues you think youth in this community face that other privileged communities do not?
- Describe your experience going to school in a community like ours. What were the challenges and what support did you receive with these challenges?
- How did you get your first decent job?
- Was getting your first decent job easy or challenging?
- How do you think our community can support its young people?




IMPACT JINGLE



Impact jingle aim

A jingle is a short song or tune that is easy to sing along to and remember, it has a clear message.

OUTREACH FORMATS **ROLEPLAY** **Roleplay aim**


To provide a scenario that allows the audience to “act out” a point about the impact statement. Decide how many characters are needed and set the scene for the “actors” to play out the statement. It is really an improvisation, and the audience “actors” make it up as they go along.

Characters


Karabo, Boitumelo

Scenario

Boitumelo, a very successful businesswoman in the community, is of the opinion that youth in this community are lazy and want everything to be handed to them and they do not want to work for anything. She worked very hard for every single thing she has been able to achieve, even though she grew up during apartheid. She feels like youth living post-apartheid have it much easier and should therefore be able to achieve more...

 **PANEL DISCUSSION** **Panel discussion aim**


A panel discussion involves a group of people discussing one topic in front of an audience. There is usually time for questions from the audience afterwards.

 **Who is on the panel:**

- A parent in the community that is supporting their child/children as they go to school, look for work or while they work
- A young professional who overcame some structural inequalities to find their first decent job
- A teacher in the community who can talk about the factors they think influence a young person to not successfully complete both basic and higher education

 **Examples of opening questions for the panel:**

- What obstacles do we face in this community that other advantaged communities do not face?
- How do structural inequalities in this community affect young people’s ability to work towards getting their first decent jobs?
- How do parents, teachers, other community members and community-based support young people in this community?
- What are some of the practical next steps and solutions we can take a
- What are young people’s attitudes towards school and looking for work in this community? Are they lazy or are they driven and determined?
- In what ways can young people work with local government and other stakeholders to help reduce the challenges they face?

OUTREACH FORMATS **QUIZ** **The aim of a Quiz**

To test and reward your audience’s knowledge on the topic

Things you need for this activity

- Prepared quiz questions and answers
- Small prizes

 **Process**

Present some quiz questions and hand out prizes to those who answer correctly. From the fact-sheet, we created the two following quizzes for you to broadcast in your shows. Once you are done with these two, feel free to create more to put your listeners to the test!

Quiz 1:

Question: How many South African youth are currently unemployed and not in school?

- A. 60%
- B. 4%
- C. 40%

Correct answer is C

Quiz 2:

Question: Africa is the world’s youngest continent. While the rest of the world is getting older ... of Africans are under the age of 25 with the median age being 19.

- A. 10
- B. 60
- C. 28

Correct answer is B

HOW TO PRESENT YOUR OUTREACH



Use your outreach formats and your research to write your own script. Here is an example of part of a script. Use it as a guide to create your own script for your outreach activity.

[INTRO:]

Host 1: Hello and welcome to [NAME OF OUTREACH EVENT] at [NAME OF SCHOOL]. My name is [NAME] and I will be one of your hosts.

Host 2: That's right! And my name is [NAME], and today's outreach event is all about the Youth Capital campaign. Yes, you heard me. The campaign aims to transform the employment path of present-day youth by ensuring that every young South African has the skills, support, and opportunity to get their first decent job. Today, we'll be talking about what structural inequality is, how it shows up in our community and affects young people in the community as they go to school, look for work or work as young professionals. Can anyone in the room tell me what structural inequality is?

[GET OPINIONS FROM THREE OR FOUR PEOPLE IN THE ROOM. THINK OF IT AS A "LIVE" VOX POP]

Excellent! Thank you so much for your voices. Many of you have touched on what we'll be looking at shortly. Today, we will be talking about the legacy of colonialism and apartheid, and how that legacy makes it very difficult for youth from communities such as ours to succeed. Did you know that almost 40% of South African youth are unemployed and there have been over 1.5 million young people who have been looking for work for over three years?

Host 2: Wow! That is a shocking fact! All the more important that we start addressing present-day youth's aspirations and concerns. As youth we make up two-thirds of our population. There is over 20 million of us in this country, are we headed into more poverty like generations before us?

Host 1: I think the country needs to stop wasting our potential, it needs to employ us as tools to help grow our economy so that we can start reducing

the gap between the rich and the poor. Our entire community: parents, teachers, principals, healthcare workers, the police, mentors, government, businessmen, and other community members need to work alongside us to come up with practical next steps and solutions in our communities. The work we do at a community level can contribute to strengthen national initiatives.

Let's hear more South Africa's structural inequality, how it shows up in our community and how it affects young people.

[PLAY RE PRE-RECORDED AUDIO]

[PLAY THE INTERVIEW]

[ENGAGE AUDIENCE BY ASKING QUESTIONS AND GIVING THEM A CHANCE TO SHARE THEIR THOUGHTS ABOUT WHAT THEY'VE HEARD]

[OUTRO:]

Host 2: Today, we've learnt a lot about structural inequality, how it shows up in our community and how it affects our progress as young people.

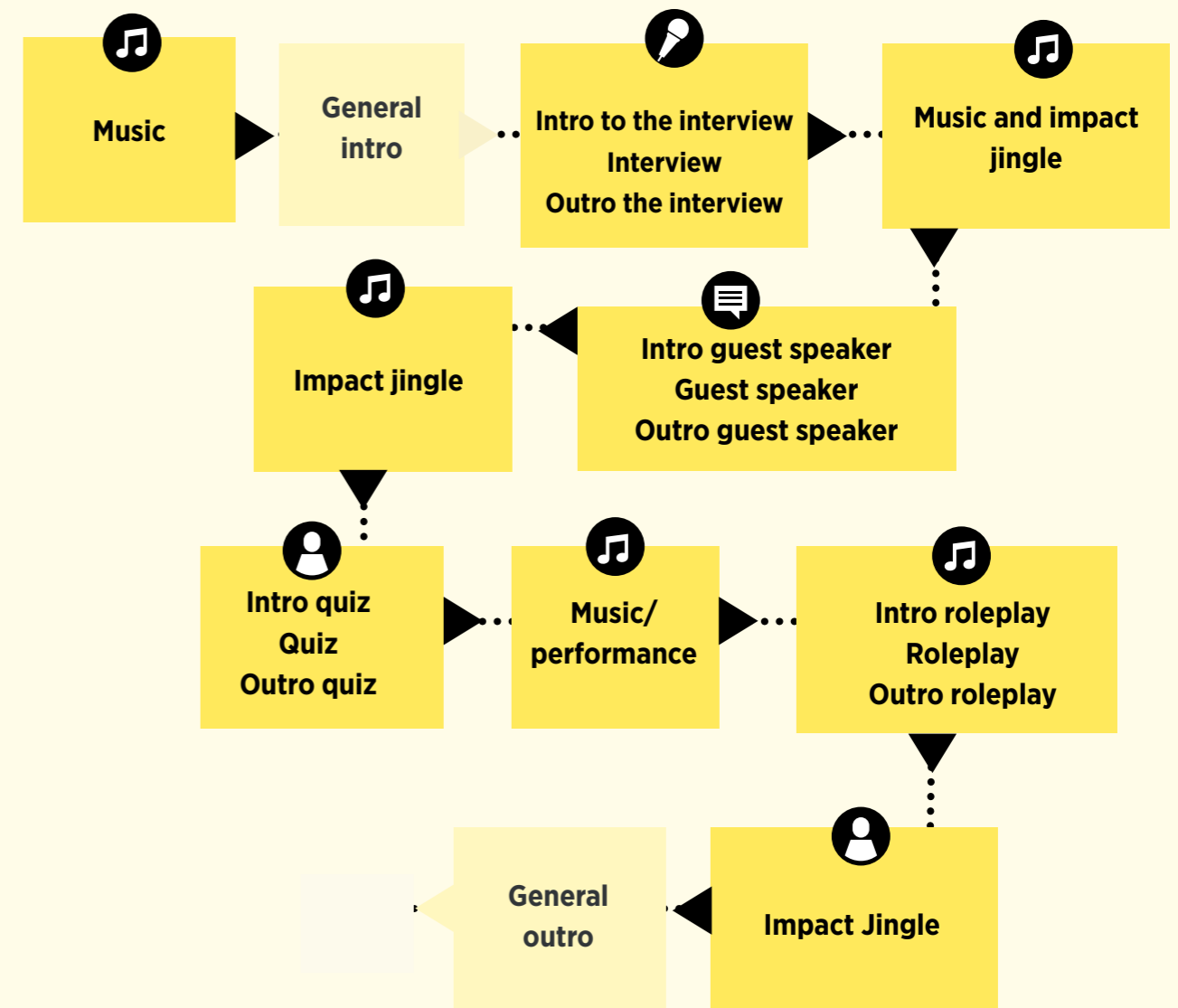
Host 1: Yes! Understanding structural inequalities is important so that we can understand what obstacles we as young people have to face on our road to success and also so that as a community we can start finding practical next steps and small solutions to better support us.

Host 2: Until the next school outreach you can catch us on the radio! Next week on [DAY] at [TIME] we'll be talking all about [NEXT WEEK'S SHOW TOPIC] on [NAME OF RADIO STATION]. Until then, it's bye from us!

OUTREACH OUTLINE

An outreach plan helps you stay on track during your event. It is a list of the activities and the order in which they will happen in the outreach activity. Allocate a time to each item so that you keep to the time allocation of the outreach activity.

Below is an example of an outreach plan that is one hour long.



ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

If any incorrect information comes up in any of your formats, like the quiz, roleplay or panel discussion, you must correct it. Don't let your audience leave with myths.

Once you've finalised your script, your performance artists, your outreach outline and prepared all your formats, it's time to start your live event! Enjoy!