

Why do media buyers/strategists and PR & marketing agencies ignore community media??

Media buyers and PR and marketing agencies seem to ignore community media (TV, radio, Print), even though SAARF stats proves success.

Why Do Media Buyers Ignore Community Media??

Community media is big in South Africa. Most have big number of viewers or listeners. Unfortunately the government also does not support Community media in this country. The funny thing is some of these stations have over a million dedicated viewers and Media Agencies seem to ignore those facts.

eg, Cape Town TV Viewership - 1,2 million viewers a month AND ONLY IN CAPE TOWN, Soweto TV is also above that too. IGAGASI FM (wow)

Can someone from Media Agencies or PR & Marketing companies Answer this question. Why Do Media Buyers/ Strategists and PR & Marketing Agencies Ignore Community Media??

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