

22 August 2011



Re: An appeal from Bush Radio

P.O. Box 13290 330 Victoria Road
Mowbray Salt River
7705 7925
Cape Town Cape Town
South Africa South Africa
tel: +27 +21 448 5450 fax: +27 +21 448 5451
e-mail: brenda@bushradio.co.za
web: www.bushradio.co.za

Dear Friend,

For more than two decades Bush Radio has been at the forefront of broadcasting in South Africa, playing an integral part in the development and advancement of both the industry and individuals in the local broadcasting landscape. Over the past three years, however, this pioneering radio station and training centre has been hit hard by the current economic climate, recently resulting in Bush Radio having to re-evaluate its operations in order to remain sustainable and influential in this fast-changing and exciting environment.

From campaigning against the apartheid government for a free and independent broadcasting authority, to being present on Cape Town's Grand Parade when Nelson Mandela addressed the nation as a free man, Bush Radio has played an indelible part in the shaping of the history of the new South Africa.

Tragically, this institution and symbol of media freedom is teetering on the brink of closure unless it can find a substantial amount of cash to cover rent, transmission and other running costs.

Our landlord has given us until the 31 August to come with a tangible proposal, and we have decided to use this time to try and raise this money. The total cost we are trying to raise is R300,000 = Euro 30,000 = US \$ 43,000.

Bush Radio provides a valuable, relevant and much-needed service in the communities of the Western Cape. Our legacy of assisting and being supported by communities all around the Cape is extensively documented (visit our website at www.bushradio.co.za), and due to our role as the pioneer of community radio in South Africa, we feel that our work is not yet done.

Pg 1/2

THE MOTHER OF COMMUNITY RADIO IN AFRICA

DIRECTORS: MS LEAH ABRAMSON, MR ZANE IBRAHIM, MR MOKENA MAKEKA, MRS XOLISWA MAYISELA,
PROF WILLIAM MCCLAIN, MS BRENDA LEONARD (Managing Director)

AN ASSOCIATION INCORPORATED UNDER SECTION 21 - NO 1997 01762/08
VAT REG. NO: 424 01 78 428



Bush Radio provides broadcast training to individuals, radio stations and media institutions in Africa, with a special focus in all the countries of Southern Africa. Bush Radio also has partnerships with organisations such as Public Achievement in Northern Island, which focuses on youth development and civic participation.

We hereby request you to assist us in this fundraising venture by making a donation, requesting your friends and colleagues to make a donation, or asking your company to make a donation.

All donations, irrespective of size, are welcome.

Donations can be paid directly into Bush Radio's bank accounts and the details are:

Name of Account : Bush Radio
Name of bank : Standard Bank
Branch name : Mowbray
Branch code : 02-4909
Account number : 07 122 0194
Swift code (for foreign transfers): SBZA ZA JJ
Address: 37 - 39 Main Road, Mowbray, South Africa, 7705

For more information, contact Brenda Leonard or Sharon Salies or Adrian Louw at Bush Radio on phone: +27 21 - 448 5450 or on the following email addresses:

- Brenda Leonard: Email: brenda@bushradio.co.za
- Sharon Salies: Email: sharon@btisa.co.za
- Adrian Louw: Email: adrian@bushradio.co.za

Regards,



Brenda Leonard
Managing Director