



**Lack of
Diversity
(Repeat)**

**Analysis of SABC News
and Programming**

**MEDIA MONITORING
AFRICA**

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Quality and Diversity in SABC Content

South Africa is a country rich in diversity and it is not only important that the SABC celebrates South Africa's national identity and culture but also reflects South Africa's diverse languages, cultures, and people in its programmes, as required by its mandate. This report assesses the quality and diversity of all SABC programming and news content across different mediums.

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Executive Summary

Bearing in mind the principles linked to the very existence of public broadcasting and the threefold task incumbent upon it; information, education and entertainment; Media Monitoring Africa (MMA) with the support of the Open Society Foundation monitored and assessed the quality of SABC news content as well as carried out a schedule analysis to assess diversity. Within news and programming the South African Broadcasting Corporation (SABC) by and large, remains a vital source of information for the majority of people in South Africa. It is critical that the SABC as the public broadcaster broadcasts content that not only reflect the diverse nature of South Africa but also helps South African's learn and react to the world and issues around them. The study was conducted between 01/04/2012 and 15/05/2012. SABC programming as well as certain SABC news bulletins were monitored over the period. The programming analysed including all television programmes broadcast during the analysis period. This is referred to as the schedule analysis. The SABC news items analysed included bulletins from the following mediums:

- SABC 1 Isizulu / IsiXhosa News
- SABC 1 SiSwati / IsiNdebele News
- SABC 2 Afrikaans News
- SABC 2 Tshivenda / Xitsonga News
- SABC3 English News
- SAfm English News
- Munghana Lonene FM Xitsonga
- Ukhozi FM IsiZulu

The schedule analysis was conducted using various diversity indicators including broadcasting language, different genres, as well as repeats of programmes. The news bulletins were analysed using data stemming from the language of the bulletin, whether sources were accessed, what kind of sources and specific in-depth information indicators.

The main findings include the following:

- There is a high level repeats of recently aired programmes, SABC 1 uses 28 percent of its broadcasting time for repeats, SABC 2 utilises 21 percent of its time, while SABC 3 allocates 15 per cent of its broadcasting time to repeats.
- 64 percent of all listed programmes are produced in South Africa although these numbers are boosted by broadcasts of news bulletins. Only 41 per cent of SABC 3's programming, including news bulletins, is locally produced. This may be attributed to the fact that most SABC 3 content is produced abroad and the constant repeats across the various services. Without news the channels rely on repeats to meet local content requirements.
- SABC news is characterised by event-based reporting. Political parties continue to set the agenda as they were the most accessed sources.
- There is still an under-representation of marginalised people and issues that affect them. Voices of women and children are still not heard and gender issues are given less recognition.
- There seems to be an over-representation of English as well as White people across all SABC services, which is not representative of the demographics of the country. This however is not exclusive to the public broadcaster and can be seen across all media and is a reflection of South Africa's social context.
- Content produced is mainly targeted at urban dwellers, marginalising those who are already marginalised and disadvantaged. The news analysis also reveals that provinces with well-defined metropolitan areas receive better coverage than provinces with less developed metropolitan areas.
- The depth of information has indicated that the majority of news bulletins contain basic, factual information and do not necessarily go further to explain the story in depth. Many news stories do however discuss the cause of an issue and also mention relevant legislation. Reporting is also generally ethical.



1. Introduction

The South African Broadcasting Corporation (SABC) is a large corporation with a multi billion Rand budget, a large number of employees and a difficult mandate.¹ The broadcaster has a difficult mandate because it has to broadcast in all the country's 11 official languages. It also has regional requirements, local content requirements and an unclear charter.² The broadcaster has faced allegations of “blacklisting anti-government political commentators” and a lot of criticism about its supposed failure to recognise the diverse cultural mix of South Africa.³

There has also been criticism of political bias levelled at the public broadcaster even though research published by Media Monitoring Africa (MMA) in 2006 showed that there was “no clear and systematic bias by the SABC news.”⁴ Rather than focusing on quality content, authenticity and relevance of news, much energy and concentration has been put into dealing with instability at management level. This is certainly so because in a period of six years, the broadcaster has had six Chief Executive Officers (CEOs) and has seen three different boards.

With these factors in mind, Media Monitoring Africa (MMA)'s Policy and Quality Unit carried out a schedule analysis and assessed the diversity of all SABC programming and the ‘quality’ of news content across different mediums. The aim of the study was to assess both the diversity of the broadcaster’s programming and the depth of information provided in the news. This was done with the objective to evaluate the broadcaster’s readiness to migrate from analogue to digital signal. The other objective was to determine whether the diversity of the broadcaster’s programming and the depth of its news were in line with the work done by the Save Our SABC (SOS) Coalition⁵, which MMA is part of.

This research report is structured in five chapters. Chapter one introduces the research and what it seeks to achieve. Chapter Two gives a background of the SABC’s commitment to diversity by citing legislation, SABC’s Editorial Policies and other statutory guidelines which the broadcaster must adhere to in order to fulfil its mandate. Chapter Three details how the research was conducted. It outlines the methodology used to conduct the schedule analysis and the methodology used for the news analysis. It explains the processes used to gather and analyse data for the research. It also discusses the limitations of the research and gives a detailed account of what we mean by diversity and quality of programming and news. Chapter Four presents what the research found and interprets the research findings. Chapter Five concludes the report and provides recommendations.

¹ Limpitlaw, J. *Presentation on SABC's funding model- Options for the future*. Available online: www.ipo.org.za/reports/funding.ppt

² Ibid

³ Support Public Broadcasting Coalition. 2010. *Blacklisting at the SABC, Freedom of Expression Institute: Blacklisting Case*. Accessed online: www.supportpublicbroadcasting.co.za/strengthening-the-sabc-blog-support-public-broadcasting.htm

⁴ Berger, Guy. 2008. SABC isn't bullish enough. *Mail and Guardian online*. Accessed online: www.mg.co.za/article/2008-08-07-sabc-isnt-bullish-enough/

⁵ Find attached SOS's vision in Appendix 3.



2. SABC's Commitments to Quality & Diversity

The SABC remains a vital source of information for the majority of people in South Africa. It is critical that the SABC, as the public broadcaster, gives viewers and listeners content that not only reflects the diverse nature of South Africa but also helps South Africans learn and react to the world and issues around them.

The SABC Charter is established under chapter IV of the Broadcasting Act (as amended) and “requires the SABC to encourage the development of South African expression by providing, in the official languages, a wide range of programming that:

- **Reflects South African attitudes, opinions, ideas, values and artistic creativity.**
- **Displays South African talent in educational and entertaining programmes;**
- **Offers a plurality of views and a variety of news, information and analysis from a South African point of view; and,**
- **Advances the national and public interest, where public interest relates to content which informs, educates and entertains citizens⁶**

The SABC's powers and functions, as well as its rights and

obligations, are derived from a number of sources: The Broadcasting Act, the Charter, the licence conditions of each SABC station and channel, and regulations issued by the Independent Communications Authority of South Africa (ICASA) from time to time, including the Code of Conduct for Broadcasters set by the BCCSA” (SABC n.d.: 2).

The SABC has licences for both public and “public” commercial broadcasting, and these form different divisions in the SABC. Both divisions run both radio and television stations. These divisions are subject to separate licensing conditions, which determine “quotas for local content, and requirements for geographical coverage and language services”.⁷ ICASA lays down these quotas and monitors compliance. The rules vary from medium to medium. Further, the SABC is a member of the National Association of Broadcasters (NAB), and as such subject to the rules of the Broadcasting Complaints Commission of South Africa (BCCSA).

The values of the SABC are, as per the editorial code, equality, editorial independence, nation building, diversity, human dignity, and accountability and transparency.⁸ Accordingly, they air programming aimed at meeting the needs of their diverse audience. “This extends to young and old, urban and rural in all the provinces, speakers of all the official languages, and people of

⁶ Zikalala, S. 2005. Defining the Public Interest – The SABC as a Public Broadcaster. Paper for Harold Wolpe Memorial Seminar. The Edge Institute. Taken from www.wolpetrust.org.za/dialogue2005/JB092005zikalala_transcript.pdf

⁷ SABC Editorial Policies: Core Editorial Values Of The SABC. P.3. Accessed online: www.sabc.co.za/wps/wcm/connect/3bb9fc8044341da1a5637c4173d8502/Editorialpolie_rev.pdf?MOD=AJPERES&CONVERT_
⁸ Ibid.

every religious persuasion. It is obviously impossible for the SABC to please everyone all the time, but we endeavour to offer a wide range of information, education and entertainment in a variety of genres and formats, in which everyone should find something of interest some of the time”.⁹ Additionally, the SABC is to encourage South African expression, showcase South African talent, support South African culture, to contribute to a sense of “national identity and of shared experience, and to the goal of nation-building”.¹⁰ Recognising their role as the public broadcaster and their diverse audience, they “should reflect and draw on South Africa’s diversity of people, languages, cultures, genders, abilities and classes, and the full spectrum of opinions, perspectives and comment.”¹¹

This is similar to the licensing conditions, which for the public broadcast channels (SABC 1 and SABC 2) demand:¹²

1. **Sixteen hours and 24 minutes of official languages other than English, but exclude marginalised languages¹³ in prime time¹⁴;**
2. **One hour and 48 minutes of marginalised languages in prime time; and,**
3. **Forty-one hours of official languages other than English during the South African television Performance Period.¹⁵**

In terms of genre, the ICASA licence requires:

1. **Seven hours of news a week, for which three hours and 30 minutes must be in prime time. News bulletins should be 30 minutes long;**
2. **Seven hours of current affairs programming a week, two of which should be in prime time;**

9 Ibid.

10 Ibid.

11 Ibid.

12 ICASA. 2008. Individual Broadcasting Service Licence No 001/PBS/TV/SEPT/08

13 These are: IsiNdebele, Siswati, Xitonga and Tshivenda.

14 Between 18h00 to 22h00 daily.

15 The total number of hours between 05h00 and 23h00 every day.

3. **Sixteen hours of informal knowledge building¹⁶ a week, of which two must be in prime time;**
4. **Five hours of documentaries a week of which two should be in prime time;**
5. **Twenty-four hours of drama a week, of which eight should be in prime time and four must be South African content;**
6. **Twenty hours of children’s programming a week; and,**
7. **Ten hours of educational programming a week.**

The conditions on the commercial channel (SABC 3) are far less onerous.¹⁷ Only ten percent of programming needs to be in official languages other than English, with the same conditions required for genre.

In terms of news, according to the editorial guidelines, “the SABC recognises the important part played by news and information in human, social and economic growth and development, especially in societies such as ours that are embarking on nation building.”¹⁸ Accordingly, the “SABC should offer information that is substantial, and analysis that is authentic and meaningful to ordinary, enquiring South Africans so that they can form their own opinions. The principle of editorial independence is therefore fundamental to the operations of the public broadcaster and especially important to the functions of the SABC’s news division.”¹⁹

The SABC is committed to upholding the independence of its news division and, flowing from this policy, the news division will develop its own internal guidelines on how to entrench this independence and deal with potential conflicts of interest in the newsroom. These guidelines should deal with involvement of reporters in political

16 “Programming in any format which provides information on subjects such as, for example, science, technology, health, law and citizens’ rights, religion, business, finance and the natural or built environment” (Independent Broadcasting Authority Act 153 Of 1993).

17 ICASA. 2008. Individual Broadcasting Service Licence No 003/PBS/TV/SEPT/08.

18 SABC Editorial Policies. 2004. News, Current Affairs and Information Programming Policy in Chapter 4. Available online at www.sabc.co.za/wpm/wcs/connect/Editorialpolicies_ref.pdf

19 Ibid.

organisations, declarations of financial or family interests, how gifts and free travel are to be dealt with, etc.”²⁰ However, these editorial guidelines do not give detail on schedules or programme content; they rather provide a high level description of what can be expected from the SABC as a public broadcaster. Furthermore, this policy should be reviewed by the SABC board every five years. The last review took place eight years ago and should be repeated as a matter of urgency.

ICASA also has guidelines on the content of news in the SABC’s licence. It states that the licensee, in the production of its news and current affairs programming shall:²¹

1. **Exercise full editorial control in terms of content;**
2. **Include matters of international, national, regional and where appropriate local significance;**
3. **Meet the highest standards of professionalism for journalists;**
4. **Provide impartial, unbiased and fair coverage, independent of interference, whether from governmental, commercial or other sources; and,**
5. **Provide a variety of points of view on matters of public concern.**

The SABC is then obliged, both by their licence conditions from ICASA and their editorial code to provide a diversity of content to meet the needs of their diverse audiences. The onus is on them, in particular, in regard to news to provide good quality news that is ethical and fair. This research took place with these requirements in mind.

²⁰ Ibid.

²¹ ICASA. 2008. Individual Broadcasting Service Licence No 001/PBS/TV/SEPT/08 and ICASA. 2008. Individual Broadcasting Service Licence No 003/PBS/TV/SEPT/08



3. How the research was conducted

This section outlines how the research for this project was conducted. It details the processes used to gather and analyse data for the research. It also discusses the limitations of the research. The SABC programming reviewed for this report was aired between 1 April 2012 and 15 May 2012 on selected radio and all television services.

The research was designed to look at diversity and quality of SABC programming by answering the following research questions:

- **How diverse is the programming on SABC television?**
- **How diverse is SABC television and radio news? and,**
- **What is the depth of information provided in the news?**

In order to answer these research questions, two different strategies were employed. Firstly, in order to examine the diversity of programming on SABC television, the schedule was analysed on a number of indicators to check for diversity. Then, news bulletins on three SABC television services as well as radio news bulletins on three different stations were reviewed. The criteria were selected to look at the diversity and depth of news stories as defined above. Below are the details of the indicators employed as well as the samples taken. Both the schedule analysis and the news analysis took place between 1 April 2012 and 15 May 2012.

3.1 What do we mean by diversity and quality of programming and news?

South Africa is unarguably a very diverse country, with various peoples from different races, backgrounds, cultures, religions and languages. In order to meet the needs (and suit the tastes) of these diverse people, SABC programming must, likewise be diverse. We defined diversity of programming as incorporating many of the eleven official languages, various genres, both local and international content. The SABC should simultaneously educate, inform and entertain. In this regard, quality of entertainment is necessarily a subjective assessment, and was therefore excluded from analysis. The only consideration we gave to quality in terms of programming was to programmes aimed at educating and informing citizens; for these we looked at the educational and documentary programming (including current affairs). Since the research was limited to examining the schedule, this was more of a quantitative exercise than an examination of the actual content.

Regarding diversity of news, we looked at how many different stories and topics were covered over the period. For 'quality' of news, we sought to understand how individual stories informed viewers and listeners. 'Quality' was broken down into various criteria which are discussed later in this section. This is how the project conceptualised and operationalised 'quality' and diversity.

3.1.1 How the schedule analysis was conducted

The programming schedule across the three SABC television services was analysed with the use of various indicators of diversity. The indicators of diversity identified were: language, genre, and origin of the programming. These were explored also in terms of the programme duration. Of course repeated programming was given a lesser score for diversity as it contributed less to diverse programming. This is particularly the case when programmes are repeated often (sometimes more than 10 times).

For each programme, various types of information were captured:

1. Channel;
2. Start time;
3. Length of the programme;
4. Languages used in the programme (a maximum of two could be selected or the most prominent two);
5. Genre;
6. Origin – Local, African, South American, North American, United Kingdom, Australian or Asian; and,
7. Whether it was a repeat.

We made the assumption, based on the television schedule that infomercials were in English. Also, for the item “Music” on the television schedule we selected “Various” for both language and origin, since this is typically the case. The following figure shows the television channels whose schedules were analysed.

Figure 1: Television Channels whose Schedules were Analysed

Station	Region	Public / commercial
SABC 1	National	Public service
SABC 2	National	Public service
SABC 3	National	Commercial service

3.1.2 How the news was analysed

The following figures show the television and radio services whose news content was analysed.

Figure 2: Television News Programmes whose Content was Analysed

Medium	Language	Timeslot	Broadcast Day	Timeslot	Broadcast Day
SABC 1 News	Isizulu / Isixhosa	19H30-20H00	Monday-Friday	19H30-20H00	Saturday-Sunday
SABC 1 News	SiSwati / IsiNdelele	17H30-18H00	Monday-Friday	No News	No News
SABC 2 News	Tshivenda / Xitsonga	17H30-18H00	Monday-Friday	No News	No News
SABC 2 News	Sesotho/ Setswana	20H30-21H00	Monday-Friday	19H30-20H00	Saturday-Sunday
SABC 2 News	Afrikaans	19H00-19H30	Monday-Friday	No News	No News
SABC 3 News	English	19H00-19H30	Monday-Friday	19H00-20H30	Saturday-Sunday

Drive time bulletins are from 16h00 to 18h00, and those monitored are in Table 3, below.

Figure 3: Radio News Whose Content was Analysed

Medium	Region	Language	Timeslot	Broadcast Days
Ukhozi FM	Gauteng, Eastern Cape, Free State, Kwazulu Natal and Mpumalanga	IsiZulu	16H00 or 18H00	Monday - Sunday
SAfm	National	English	16H00 or 18H00	Monday - Sunday
Munghana Lonene FM	Gauteng, Limpopo, and eastern Mpumalanga	Xitsonga	16H00 or 18H00	Monday - Sunday

3.2 The criteria for news analysis

The analysis was conducted by first-language speakers (hereafter Monitors) who underwent training tailored for this particular research. For each bulletin, the lead stories (the first three items) were assessed according to a range of criteria. For the rest of the stories, only the topic, a summary and what the story was about was noted.

For the first three stories / items, the following information was captured:

- **Item number:**

Each item was numbered in relation to where it occurred in the news bulletin. The order of items on television or radio bulletins, show the relative importance given to the story by the station.

- **Summary:**

A brief summary of each story or news item was provided. The summary reflects the ‘gist’ of the story.

- **Topic:**

The overall topic or central subject of each item was captured using a set list of topics.²² Monitors were obliged to choose the most specific and most appropriate code for the item being analysed. Only one topic code for each item was permitted. The more general topic codes were utilised only as a matter of last resort in those few instances where an item could not be categorised as falling into one of the more specific topic areas.

- **Story code:**

Different stories were assigned codes to track them over the period and on different stations. This allowed us to determine whether the broadcaster carried different news stories or repeated the same story across different services and channels

- **Story relevance:**

The geographic area in which the news stories were relevant to was recorded. This gave us a broad indication of the broadcaster’s selection biases in terms of which areas it focuses on in comparison to other areas.

- **Sources:**

The people who were directly or indirectly quoted / accessed were captured. Where clear, further information about the sex, race and the capacity within which the people were accessed was also categorised. Sources in stories gave an important indication of whose stories were covered, who was speaking and who was asked for quotes.

- **Depth of information:**

Ideally, a good news story should give more detail than the bare facts of the event or a particular issue. It should accurately set the context, show the implications of the course of events and how a particular issue or event might impact society at large. To determine the quality of information provided in the news items, Monitors recorded whether items provided a basic context and an in-depth context such as providing causes, consequences and solutions to issues being reported on. In addition, Monitors noted whether items discussed relevant legislation or policy.

- **Perspectives:**

Not only should stories speak to citizens, they should give the perspective of citizens and also highlight what the gender implications of issues are, since issues invariably affect women differently to men. As such, Monitors captured whether the news stories provided a citizen’s perspective or a gender perspective in their coverage.

22 See Appendix 1.

3.3 Research limitations

Practical considerations and budget considerations always place limitations on what research can accomplish. For this research, the scope had to be limited, both in terms of the number and spread of mediums that could practically have been analysed and the content in the mediums. Firstly, the schedule analysis was limited to examining the television schedules, and not the actual content of the programmes. MMA was not successful in obtaining Final Control Centre (FCC) sheets to ensure 100% accuracy of broadcast schedules and content. Accordingly any errors in the schedules published will be repeated in the research.

Secondly, the news analysis extended only to news content and not necessarily the context, including the constraints (both internal and external), which journalists at the SABC face in gathering news. These could be the subject of an entire separate study. A further limitation relates to the objectivity of research, which may be influenced by the views of the researcher(s). This is the case even when selecting what to research.

While every effort was made to ensure that the analysis was undertaken in uniform fashion, 100 per cent standardisation could not be guaranteed because media analysis by its very nature is a subjective exercise. However, this was minimised through a standardised user guide, training, regular communication and rigorous checking and data cleaning. In addition, the analysis framework was case-tested before being widely applied and any new themes identified by the Monitors during the research were discussed and, if necessary, included.

Given the methodology, its limitations and how they were minimised for this research, we feel that this report provides a concise, detailed and informative analysis of broadcaster's diversity and quality of programming and news. Therefore, the findings and recommendations that follow should be seriously considered.



4. Research Findings

This section is divided into two parts. The first part details what we found in our analysis of the SABC's programming on its three television services. Our analysis looked at the schedules from 1 April 2012 to 15 May 2012 on SABC 1, SABC 2 and SABC 3. In total, this amounted to more than 2 000 hours of broadcast content, or more than 700 hours on each of the stations. As such, we believe the results are representative of general trends of SABC's broadcasting.

The second part deals specifically with diversity and quality of SABC news coverage. News bulletins from 1 April 2012 to 15 May 2012 on three SABC television channels and three radio stations were analysed. These were SABC 1, SABC 2, SABC 3, SAfm, Ukhozi FM and Munghana Lonene FM. We believe that the diverse range of services whose news content was analysed give a good indication of the general information produced by SABC news.

4.1 SABC programming

The goal of studying SABC's programme schedules was to get a clearer picture of SABC's attempts to comply with their mandate. This mandate was extensively discussed in the section on SABC's commitments to quality and diversity.²³ Though SABC 3 operates under a different mandate, we primarily will look at the overall figures for SABC. When it is warranted we will break down the figures by station, to give a clearer picture of the SABC's attempts to fulfil its mandate.

²³ Find the SABC Mandate attached in Appendix 2.

4.1.1 Origin of content

In terms of content, if we include news and sport, the majority of programmes that are broadcast on SABC's television stations are locally produced. In fact, 70 percent of all listed programmes are produced in South Africa if we include. But sport doesn't count as local content so including news we have the following:

Figure 4: Origin of Programmes in Minutes including News

Origin	Total Time	SABC 1	SABC 2	SABC 3
Local	64%	82%	70%	41%
African	2%	1%	2%	2%
South American	0%	0%	0%	0%
North American	32%	16%	28%	53%
UK	2%	1%	1%	3%
Asian	0%	0%	0%	0%
Various	0%	0%	0%	1%
Australia	0%	0%	0%	0%
Unknown	0%	0%	0%	0%

The figures look extremely high and SABC TV appears to be far exceeding their local content requirements. If news and repeats are removed however the situation is very different.

Interestingly, and probably due to its public licence, most of the content broadcast on SABC 3 is produced abroad, most specifically in North America (53 percent), while local content accounts for 41 percent of the broadcasting time. Partly this is because of the high number of movies, which are broadcast on SABC 3, that are made in the United States of America.

As the commercial station, there are also a fair number of drama and soap opera series that are broadcast on SABC 3. Regarding broadcasting time in minutes, a large number of programmes originate from North America. It is not surprising that the station does broadcast more programming time which originates from North America than SABC 1 and SABC 2. The respective figures for SABC 1 and SABC 2 are 16 per cent and 28 per cent; while locally produced content accounts for 82 per cent and 70 per cent respectively. As can be quickly gleaned from these numbers, content that originates from elsewhere, accounts for but a fraction of broadcasting time for these two services.

Figure 5: Local Content without News and Sport

	SABC 1	SABC 2	SABC 3	Total
Mins of local content in percentage	59%	57%	33%	50%

It is clear from the table that without news SABC channels compliance with its requirements are no longer met on SABC 3 and only just over on SABC 1 and SABC 2.

4.1.2 Diversity of genre

Displayed in the Table below (Figure 6), the genre that is broadcast most is soap operas, at 16 percent of all broadcasting time. Second is educational programming (12 percent), followed by current affairs (10 percent) and drama (9 percent). News broadcasts follow at little over seven percent.

Figure 6: Breakdown of Genre in Per cent

Genre	Total Programming
Soapie	16%
Educational	12%
Current Affairs	10%
Drama	9%
Talkshow	7%
News	7%
Lifestyle	6%
Movie	5%
Sport	5%
Reality TV	5%
Documentary	3%
Music	3%
Religious	3%
Sitcom	3%
Cartoons	3%
Infomercial	2%
Game Show	2%

When we break down the results by channel as shown in Figure 7 below, it is no surprise that most of the programming on SABC 3 can be considered entertainment and that more educational programmes are broadcast on SABC 1 and SABC 2. Programmes that are classified as “Educational” account for 18 per cent and 15 per cent of the total broadcasting time respectively. On SABC 3, which has no obligation through its mandate to broadcast educational content, the figure stands at 2 per cent.

Figure 7: Breakdown of Genre According to Medium in Minutes

Genre	Total Time	SABC 1	SABC 2	SABC 3
Soapie	16%	31%	15%	19%
Educational	12%	18%	15%	2%
Current Affairs	10%	7%	12%	13%
Drama	9%	6%	5%	16%
News	7%	7%	8%	6%
Talk Show	7%	3%	6%	12%
Lifestyle	6%	6%	5%	8%
Sport	5%	12%	3%	1%
Reality Show	5%	2%	10%	3%
Movie	5%	4%	4%	5%
Documentary	3%	3%	2%	4%
Sitcom	3%	3%	2%	4%
Religious	3%	4%	5%	0%
Cartoons	3%	3%	2%	4%
Music	3%	5%	2%	1%
Game Show	2%	3%	2%	2%
Infomercial	2%	3%	3%	0%

For this analysis we used a more detailed classification for genres than stipulated in to the SABC license regulations,²⁴ which stipulates that the broadcaster needs to adhere to certain programming quotas. The results for “Drama” do not necessarily indicate the SABC’s compliance (or lack thereof) with the mandates as described in the section on the SABC’s commitments to quality and diversity. Something similar applies to “Children’s Programming” and “Informal Knowledge Building”. It is not clear from the ICASA licence conditions exactly how these were classified in order to make them measurable.

SABC 3 allocates 16 per cent of its broadcasting time to drama, while the figures for SABC 1 and SABC 2 stand at 6 percent and 5 percent, respectively. If we look at the figures for soaps for

instance, it is clear that all three stations spend a fair amount of time broadcasting this type of programme (SABC 1 at 13 per cent, SABC 2 at 15 per cent and SABC 3 at 19 per cent).

Assuming the television schedules, as published are correct, findings leave question marks over whether SABC 3 complies with its mandate with regards to news broadcasts. They are mandated to broadcast 7 hours of news broadcasts per week, and the figures suggest that SABC 3 falls short by about 15 minutes per week. Additionally, there are some concerns that can be raised about SABC 1 and SABC 2’s airing of documentaries: both stations are required to broadcast 5 hours per week, but the figures suggest that both stations fall short of that particular target by a large margin.

Children’s Programming falls largely under the umbrellas of Cartoons and Educational programming. SABC 1 and SABC 2 manage quite comfortably to broadcast 20 hours of programming targeted at children. However, SABC 3 seems to boost their quota through the use of children’s movies, but still falls far short of their licence conditions.

4.1.3 Diversity of programming language

South Africa has eleven different official languages. Naturally resource constraints will influence editorial decisions, and one way to broadcast in multiple languages is by making locally produced programmes bi-lingual. This has the advantage of increasing the potential audience for a programme as well. However, this may come at a cost: depth of context is often more limited, and people may struggle to understand what is going on, if they are not fluent in both languages since meaning is lost in translations and subtitles. It is, however, beyond the mandate of this research to analyse the use of and need for dual-language programmes. We will look at the figures on the basis of the primary language only. This may shed some light on the performance of the SABC in fulfilling its broadcasting mandates. Again, there are no clear guidelines in the ICASA licence conditions for the weighting of different languages in dual-language programming.

²⁴ Government Gazette. 2004. South African Television Content Regulations. Pg. 4. Taken from www.icasa.org.za/LegislationandRegulations/ExistingRegulations/LocalContent/FinalRegulations. Accessed on 21 July 2012.

More than 76 per cent of programmes (based on broadcast time) are primarily broadcast in English. The second and third most predominant languages are Afrikaans (6 percent) and IsiZulu (5 percent). The number of people who speak English as a first language in South Africa stands at eight per cent.²⁵ Considering that the figures for most languages are boosted by news bulletins in the 11 official languages, diversity is limited. For instance, half (50 percent) of the Afrikaans language broadcasts is accounted for by 7De Laan²⁶ alone. As such, it is obvious that the language diversity is limited. These figures suggest that the SABC struggles to fulfil its language mandate(s).

Siswati, Tshivenda, Ndebele, Xitsonga receive the least amount of coverage (if we exclude sign language). It should be noted that the share of coverage in IsiXhosa and Setswana is very limited. IsiZulu stands out of the indigenous languages, but this is perhaps less surprising since Zulu is one of the most common languages in South Africa.

Figure 8: Programming Language (Primary Language Only)

Language	Time	SABC 1	SABC 2	SABC 3
Afrikaans	6%	0%	15%	3%
English	76%	69%	64%	95%
Ndebele	0%	0%	0%	0%
IsiXhosa	3%	10%	0%	0%
IsiZulu	5%	15%	0%	0%
Sesotho	3%	0%	7%	0%
Setswana	2%	2%	4%	0%
siSwati	1%	4%	0%	0%
Tshivenda	3%	1%	7%	0%
Xitsonga	1%	0%	3%	0%
Sign Language	0%	0%	0%	1%
Multi-lingual	0%	0%	0%	1%

²⁵ Percentage of speakers per language in South Africa (1996 and 2001). <http://salanguages.com/stats.htm>.

²⁶ 7De Laan is a local South African series broadcast in the Afrikaans language

English as a language of communication remains dominant, and accounts for 76 percent of all languages used. Even if we would exclude all foreign-generated content, 65 percent of locally produced content is in English.

If the goal of the SABC's broadcasts is to reach as many people as possible, the over-representation of English is not a good finding, since many South African people do not speak English, or speak English with very limited fluency. It also has consequences for programming diversity, as it limits language diversity. However, we do acknowledge that the licence conditions themselves are very onerous on the SABC and meeting the needs of such a diverse audience is very challenging.

4.1.4 Programming repeats

As reflected in the figure below, 21 per cent of broadcasting time is filled with repeats of recently aired programmes. SABC 1 uses 28 per cent of its broadcasting time for repeats, SABC 2 utilises 21 per cent of its time, while SABC 3 allocates 15 percent of its broadcasting time to repeats. Rebroadcasts of old series such as MacGyver are not considered repeats by themselves. A repeat is considered an original programme broadcast again during the same monitoring week. Nevertheless, these do not constitute new content, and if they were included the percentage would rise considerably.

Figure 9: Breakdown of Programme Repeats

Repeats	Total Time	SABC 1	SABC 2	SABC 3
Yes	21%	28%	21%	15%
No	79%	72%	79%	85%

A substantial proportion of the repeats are of soap operas and drama series. Programmes that are primarily (or exclusively) broadcast in Afrikaans, IsiXhosa and Tshivenda, are often repeated. What is highly problematic is that these repeats often constitute a fair portion of the programming in these languages. For instance the repeats of 7De Laan account for 37 percent of all Afrikaans language broadcasting.

Though it is commendable that the more popular series and broadcasts are re-aired, in terms of diversity of languages, it may end up undermining languages other than English, since content in languages other than English are further limited by this practice. It also means that diversity of programming is limited through repeating the same programmes.

Figure 10 below displays the percentage of SABC's local content programming excluding any repeated programming. The SABC's local content quota, set by Icasa is supposed to sit at 55 percent,²⁷ where the first repeat of a programme is counted fully, and the second repeat of the same programme counts for 50 per cent. Although the local content quota of the SABC is allowed to be met including repeats, without the repeated programming it is clear that all channels across the SABC do not meet the quota. According to Figure 10 below, SABC 1 produces 43 percent original local content and SABC 3 produces only 26 percent original local content.

Figure 10: Total Local Content Excluding Repeats

Time	Total	SABC 1	SABC 2	SABC 3
Total all Min	129712	43652	44050	42010
Total all Hours	2162	728	734	700
% local Hours	39%	43%	47%	26%

Figure 11 below displays the local content programming including repeated programming. Regarding the analysis of SABC programming, it is difficult to identify which programmes have been repeated for a first time or a second time repeat. In line with MMA's monitoring experience, MMA has assumed that 50 percent of repeated local content are first time repeats. MMA also assumes that approximately 25 percent of local content is second time repeats. Due to these percentages, SABC's total local content production includes 75 percent of total broadcasting repeats. With these repeated programmes included in the local

²⁷ Government Gazette. 2004. South African Television Content Regulations. Pg. 4. Taken from www.icasa.org.za/LegislationandRegulations/ExistingRegulations/LocalContent/FinalRegulations. Accessed on 21 July 2012.

content quota requirements, SABC 1 and SABC 2 just their local content quota whilst the public broadcaster's commercial station does not meet its quota (35 per cent) which is already much lower than the public stations.

Figure 11: Total Local Content Including Repeats

Time	Total	SABC 1	SABC 2	SABC 3
Repeats included	64736	25937	24950	13849
Repeats Hours	1079	432	416	231
% local Hours	50%	59%	57%	33%

4.1.5 Prime time broadcasting

As discussed in the section on the SABC's commitments to quality and diversity, there are specific requirements for prime time broadcasting. It should be noted, that we consider ONLY programmes that start airing after 18h00, and before 22h00. While this may appear somewhat unfair, we have to consider that if a programme is midway through, it is probably less likely to attract or entice a viewer to jump in. With this having been noted, there may be some instances where viewership is lower or higher depending on whether the analysis started halfway through the programme.

The licence requirements are tabulated here, on a per weekly basis:

Figure 12: Licence Requirements for Prime Time Broadcasting in Minutes

Programme	SABC 1	SABC 2	SABC 3
News	210	210	210
Current Affairs	120	120	60
Informal Knowledge Building	120	120	120
Documentary	120	120	120
Drama	480	480	480
Drama: SA	240	240	240
Children	0	0	180

As can be seen from the Figure below, all SABC stations seem to struggle to put out sufficient Current Affairs programmes during prime-time. The same can be said for Documentaries, though it appears that SABC 3 achieves its mandated target of averaging 120 minutes per week during prime-time. It should also be noted that these stations do not have too many problems with achieving the targets for News, and Informal Knowledge Building programmes. The same applies to Drama programmes as well, and this includes the requirement of four hours of South African Drama being aired during prime-time per week.

Figure 13: Breakdown of Genre According to Minutes for Entire Period

Genre	Total Time	SABC 1	SABC 2	SABC3
Current Affairs	10%	7%	12%	13%
Documentary	3%	3%	2%	4%
Drama	9%	6%	5%	16%
Infomercial	2%	3%	3%	0%
Lifestyle	6%	6%	5%	8%
Music	3%	5%	2%	1%
Religious	3%	4%	5%	0%
Sitcom	3%	3%	2%	4%
Talk show	7%	3%	6%	12%
Soapie	16%	13%	15%	19%
Educational	12%	18%	15%	2%
Movie	5%	4%	4%	5%
News	7%	7%	8%	6%
Sport	5%	12%	3%	1%
Cartoons	3%	3%	2%	4%
Reality TV	5%	2%	10%	3%
Game show	2%	3%	2%	2%

The bouquet of programming in prime-time is diverse in terms of genre. Doubtless most viewers would find programmes of interest to watch during this time. The programming would both inform and entertain viewers. While the diversity of content in the prime-time slots is very varied, it seems that the SABC is falling short of their licence conditions.

4.1.6 To what extent does the programming inform and educate?

Along with SABC's mandate to meet their needs of a diverse audience, it is also important for them to inform and educate citizens, the findings of which are discussed in this section. The tables below indicate the number of educational programming and informative programming per SABC station. There is far less informative programming broadcast (documentaries and current affairs) than educational programming. This may raise cause for concern as societal issues and events can be best discussed in a current affairs format. If current affair programming is lacking, the question needs to be asked as to where citizens are exposed to debate and information regarding current affairs in South Africa.

Figure 14: Number of Educational Programming for Entire Period

Programme	Total Programmes	SABC 1	SABC 2	SABC 3
Educational	525	61%	35%	4%

Figure 15: Educational Programming for Entire Period in Minutes

Programme	Total Time	SABC 1	SABC 2	SABC 3
Educational	15025	51%	44%	4%

Figure 16: Number of Informative Programming for the Entire Period

Genre	Total Programmes	SABC 1	SABC 2	SABC 3
Current Affairs	192	36%	31%	33%
Documentary	86	30%	24%	45%

Figure 17: Informative Programming for Entire Period in Minutes

Genre	Total Time	SABC 1	SABC 2	SABC3
Current Affairs	13504	22%	39%	40%
Documentary	4115	34%	21%	45%

4.2 SABC news analysis

In accordance with their mandate and diverse audiences, we expect the SABC to deliver a diverse package of news. The SABC mandate states that diversity of programming: “extends to young and old, urban and rural in all the provinces, speakers of all the official languages, and people of every religious persuasion. It is obviously impossible for the SABC to please everyone all the time, but we endeavour to offer a wide range of information, education and entertainment in a variety of genres and formats, in which everyone should find something of interest some of the time”.²⁸ It would however, seem to be cheaper to simply repackage the news in different languages without altering the substance. This section examines the content of SABC news bulletins in terms of diversity and depth of content.

4.2.1 Diversity of topics

In terms of the diversity of topics, the figure below reveals that news stories covered a broad array of different topics.

Figure 18: Breakdown of Topics in Per cent

Topic Description	% of total coverage
Crime	12%
Party Politics	10%
Justice System	10%
Economics	8%
Conflict/Political Violence/Protests/War	6%
Personalities/Profiles	6%
Disaster/Accident	5%
Politics (International)	5%
Education	4%
Corruption	3%
South Africa - National, including SA Government and Parliament	3%

Crime as a topic was the most prominent across the different SABC services, followed by Justice System, then Party Politics, Economics in fourth position, and Conflict/Political violence/Protests/War coming fifth. Figure 18 presents the top 11 topics covered during the monitoring period. All the other topics are not included in this figure because they received 2 per cent or below. This however does not have any negative effect on the analysis.

The most frequently covered subject/topic during the monitoring period was Crime (12 percent), which is not surprising considering that South Africa has one of the world’s highest crime rates. According to the latest crime statistics, approximately 2,1 million serious crime cases were registered in South Africa between 2010 and 2011.²⁹ Crime stories that featured a lot were related to murder, police brutality, fraud and corruption, and rape. One story that received attention across all services monitored was that of a mentally ill girl in Soweto who was allegedly raped by seven young men who also filmed themselves raping the girl. There was also a large share of media attention given to party politics (10 percent) and justice system (10 percent). Internal politics of the African National Congress (ANC) and its provincial conferences in Mpumalanga and KwaZulu-Natal were a huge focus. Considering the gendered nature of all social issues, it is unfortunate that key issues like Gender, Health, Children and HIV and AIDS received little attention or no attention at all.

Gender-based violence received no attention at all. According to the Institute of Security Studies (2011), an average of seven women were murdered every day in South Africa between March 2010 and March 2011.³⁰ During the same period, the South African Police Services recorded 89 959 cases of common gender-based violence. This is a serious problem in our country and the SABC, as the public broadcaster, need to make a concerted effort to cover such stories in order to create greater awareness of the problem.³¹

²⁹ South African Police Service. Crime Report 2010-2011. The Crime Challenge Facing the South African Police Service. P.1. Available online at http://www.saps.gov.za/statistics/reports/crimestats/2011/crime_situation_sa.pdf

³⁰ Vetten, Lisa. (2011, October 27) *The Right and the Real: An assessment of government departments implementation of the 1998 Domestic Violence Act and 2007 Sexual offences Act. Presentation at the Institute for Security Studies.* Accessed online: www.issafrica.org/crimehub/uploads/Lissa_Vetten_presentation.pdf

³¹ Ibid

²⁸ See SABC Editorial Guidelines in Appendix 2

The figure below displays the percentage of the top ten most covered topics in the news across all the services monitored. Surprisingly, the distribution of the topics covered in stories is very different among the different services. This was not only between channels, but within the different channels, different language groups received different news. SABC 1 IsiZulu/IsiXhosa news viewers together with SABC 2 Afrikaans and SABC 2 Sesotho/ Setswana news audience got significantly more stories about crime while SABC 3 English news viewers and SABC 2 Tshivenda/ Xitsonga news audience would received the least stories on crime. However, SABC 2 Tshivenda/Xitsonga news viewers saw far more stories about the Justice System in comparison to other viewers and listeners. Political Party stories were far more prominent on SABC 1 IsiZulu/IsiXhosa news than on any other service.

Figure 19: Percent of Topics per Medium

Medium	Crime	Justice System	Party Politics	Economics	Conflict/Political Violence/Protest/War	Politics International	Disaster/Accident	Personalities	Education
Munghana Lonene FM News	7%	12%	5%	6%	6%	4%	7%	7%	4%
SABC 1 IsiZulu / IsiXhosa News	17%	12%	23%	19%	17%	13%	13%	1%	18%
SABC 1 SiSwati / IsiNdebele News	10%	10%	8%	15%	2%	9%	5%	7%	15%
SABC 2 Afrikaans	18%	10%	16%	10%	21%	21%	23%	35%	10%
SABC2 Sesotho / Setswana News	17%	10%	17%	18%	17%	9%	13%	20%	18%
SABC 2 Tshivenda / Xitsonga News	5%	22%	8%	14%	27%	13%	16%	22%	14%
SABC 3 English	4%	5%	7%	6%	4%	7%	6%	1%	8%
Safm News	10%	9%	7%	5%	4%	22%	9%	7%	5%
Ukhozi FM News	13%	12%	8%	7%	2%	1%	10%	2%	8%

The figure below presents a breakdown of the top 11 topics according to the race of sources accessed in relation to these topics. For the purpose of analysis other categories used to define/monitor race are not included in this figure but these do not affect the findings in any way. It is concerning that there is an overrepresentation of White people in terms of the amount of sources accessed on the different topics. The public broadcaster has a mandate to ensure that diverse voices are heard and it is crucial that issues affecting all races in the country are given prominence. White people featured almost three times their representative population (26 percent versus 9 percent) in economics stories. Given South Africa's political history, it is important that race is monitored in media research. Eighteen years into democracy, race in South Africa remains a signifier in all public discourse.

Figure 20: Per cent Breakdown of Topic Coverage by Race

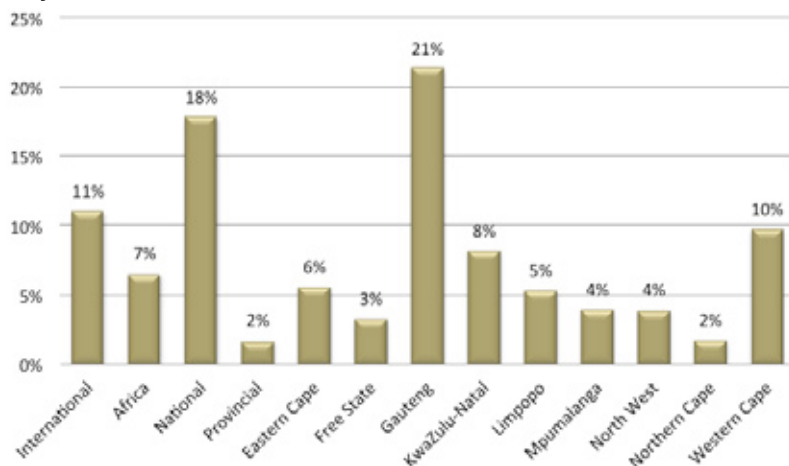
Topic	Black	White	Coloured	Asian	Indian
Economics	52%	26%	1%	1%	8%
Politics (International)	38%	15%	0%	0%	0%
Party Politics	84%	5%	1%	0%	0%
South Africa- National, Including SA Govt & Parliament	68%	20%	7%	0%	1%
Disaster, accident	48%	29%	9%	0%	3%
Conflict, Political Violence, Protests, War	74%	7%	6%	0%	1%
Corruption	74%	16%	3%	0%	3%
Crime	66%	14%	3%	1%	6%
Justice System	60%	20%	3%	0%	2%
Education	88%	5%	0%	0%	2%
Personalities and Profiles	80%	9%	4%	0%	6%

The results show that Coloured people's views continue to be underrepresented. It is only in issues relating to disasters and accidents where they were accessed in proportion to their population average (Nine percent). In the same category, Black people only constituted 52 percent of the sources, 30 percent less than their population.

The results also show that there were instances where Black people were over represented in issues of education and party politics. The SOS Coalition has always called for a “broadcasting system dedicated to the broadcasting of quality, diverse, citizen-orientated public programming committed to the values of the Constitution of the Republic of South Africa (1996)”.³²

4.2.2 Relevance of news stories

There are various factors that determine newsworthiness; relevance is one variable which is used to determine this. Relevance has to do with how geographically close an event is to viewers or listeners. For the purposes of this research, relevance of news stories was categorised into International (stories from outside Africa), Africa (stories from other countries in Africa), National (stories relevant to the entire South African nation), Provincial (stories that spanned across two or more provinces), and stories from the country’s nine provinces. In an effort by the SABC to cover South Africa in all its diversity, relevance was used to determine whether the broadcaster’s coverage is representative of the population/demographics of the country. The figure below shows percentage of story relevance on all the SABC services analysed.



32 Support Public Broadcasting Coalition Vision Document. (2011). ENSURING INNOVATIVE, CITIZEN-ORIENTATED PUBLIC BROADCASTING IN SOUTH AFRICA: Vision of the “SOS: Support Public Broadcasting” Coalition. Accessed online: http://www.supportpublicbroadcasting.co.za/SOS_vision_document-Blog-Support Public Broadcasting.htm

Gauteng province constitutes 21 percent of story relevance. This is not surprising as Gauteng comprises the largest share of the South African population. Approximately 11, 3 million people (22, 4%) live in this province.³³ Stories of National relevance constitute 18 per cent. These stories generally focus on issues that impact South Africa as a whole. Issues relating to economics and party politics received most attention in this category. KwaZulu-Natal constitutes eight per cent of story relevance. This is rather disappointing considering that KwaZulu-Natal is the province with the second largest population of 10, 8 million people (21, 4%).³⁴ This indicates that provinces with bigger metropolitan areas receive better coverage than provinces with less developed metropolitan areas. In this case, there are more stories relevant to the Western Cape than KwaZulu Natal even though the Western Cape had a lower population figure of 5, 2 million people (10, 5%).³⁵

Stories of International relevance constitute 11 percent. This highlights the SABC’s quest to satisfy audiences by connecting local communities and activities to what is happening in the rest of the world. As part of its mandate to be responsive to people’s needs, the SABC needs to ensure that its news coverage encompasses all issues that are of substantial interest to the population at large.

While we take heed of the fact that different provinces will share similar challenges, we must acknowledge that these challenges are unique and will affect these provinces differently so it is therefore crucial that the SABC covers such issues in their diversity. Figure 22 illustrates the breakdown of story relevance according to medium.

The importance of South African news must be emphasized and prioritized . This does not mean that foreign news and productions should be excluded; however, according to their role as a public forum, public broadcasters must first promote the expression of ideas, opinions and values current in the society where they operate.

33 Statistics South Africa. 2011. Statistical release: Mid-year population estimates 2011. Available online at <http://www.statssa.gov.za/publications/P0302/P03022011.pdf>

34 Ibid

35 Ibid

Figure 22: Breakdown of Story Relevance According to Medium

Relevance	International	Africa	National	Provincial	Eastern Cape	Free State	Gauteng	KwaZulu-Natal	Limpopo	Mpumalanga	North West	Northern Cape	Western Cape
Munghana Lonene FM	3%	4%	8%	0%	0%	1%	6%	4%	38%	2%	5%	3%	2%
SABC 1 IsiZulu / IsiXhosa News	6%	13%	9%	35%	21%	11%	21%	23%	8%	21%	24%	24%	20%
SABC 1 SiSwati / IsiNdebele News	5%	8%	7%	14%	8%	10%	12%	8%	4%	16%	8%	16%	8%
SABC 2 Afrikaans News	21%	20%	21%	11%	15%	18%	12%	14%	9%	14%	12%	11%	23%
SABC 2 Sesotho / Setswana News	6%	13%	8%	19%	13%	27%	21%	13%	11%	16%	20%	18%	11%
SABC 2 Tshivenda / Xitsonga News	32%	17%	17%	0%	13%	7%	9%	7%	6%	10%	7%	11%	8%
SABC 3 English News	16%	13%	19%	3%	8%	10%	9%	11%	7%	5%	13%	11%	8%
SAfm	11%	10%	7%	3%	5%	10%	5%	6%	9%	3%	4%	5%	15%
Ukhozi FM	0%	2%	3%	16%	16%	6%	6%	14%	8%	12%	7%	3%	5%

Figure 22 above shows that SABC 1 IsiZulu / IsiXhosa news has a higher percentage of provincial stories compared to other services. As highlighted earlier, provincial relevance refers to stories that focused on more than one province, and could not be categorised as relevant to a specific province. 21 percent of the stories on SABC 2 Afrikaans news were of national relevance, followed by SABC 3 English news at 19 percent and then SABC 2 Tshivenda/Xitsonga news at 17 percent. The Figure also shows that Munghana Lonene FM and SABC 2 Sesotho/Setswana news had more stories that primarily focused on targeted geographic areas. Thirty-eight percent of the news stories on Munghana Lonene FM

were relevant to Limpopo whilst 27 percent of the stories on SABC 2 Sesotho/Setswana news were relevant to the Free State. Ukhozi FM, which mainly caters for Zulu-speaking citizens of the country, is the biggest radio station of the SABC as it has an audience of over 3 million people. As such, it exhibited a greater degree of equity with its stories across the country's provinces. Other services, with the exception of Munghana Lonene FM also demonstrated diversity in their coverage as they had stories relevant to all the country's provinces – despite the fact that other provinces were overrepresented such as SAfm's coverage of the Western Cape at 15 percent.

4.2.3 Relevance according to topics

Generally, the greater the impact a story has, the more newsworthy it is. In other words, events that have an impact on audiences, that have real consequences for their lives, are bound to be newsworthy. In addition, the more recent the event or situation, the more likely it is to be newsworthy. This section presents key topics covered in the different geographical areas during the period of analysis and the levels of attention afforded to various subjects like Crime, Party Politics, Economics, Education, etc. This gives us a good idea if there were general themes/topics covered for the different geographical areas or if there were themes/topics that gained prominence in the different geographical areas to enhance diversity in news content.

Figure 23 outlines the topics covered according to relevance. The reason behind this is to get a sense of what the focus of stories in the different geographical areas were.

By looking at the breakdown of topics by geographical relevance, it begs the question as to whether there is an even spread of coverage across different regions. Given that 50 per cent of the coverage is assumed to be shared by provinces with the most developed metropolis, namely Gauteng, KwaZulu-Natal and the Western Cape, we would assume that the other 50 per cent of the coverage would be shared by other geographical areas, doing this to recognise South Africa's diverse cultural mix.

The topic of crime received attention across the board, with 24 percent of the stories being relevant to Gauteng, followed by KwaZulu-Natal and the Western Cape. This perpetuates the stereotype that only provinces with a bigger GDP or larger metropolitan areas are mostly affected by crime. Statistics by the SAPS show that compared to these three provinces (Gauteng, KwaZulu-Natal, Western Cape), the Eastern Cape had a higher rate of serious crimes during the 2010/2011 period and yet only 8 percent of the stories in that province focused on crime.³⁶

As expected, the topic of education received the most attention in the Eastern Cape and Limpopo; a result of the increased attention on the deepening education crisis in both provinces. This however does not capture the chronic situation that the country's education system is in. Regurgitating stories published by print media does not do the children of this country justice. Media, particularly the public broadcaster should set the agenda and expose the inequalities in terms of distribution of resources and infrastructure problems in the education system.

The results also show that other than in Gauteng Province, issues or stories relating to the justice system did not receive significant attention. This is worrying considering that crime was the most covered topic during the monitoring period. Research conducted by MMA on child monitoring also shows similar trends when it comes to stories which focus on the justice system. There was a significant drop in the attention that such stories are given.³⁷

³⁶ South African Police Service. Crime Report 2010-2011. The Crime Challenge Facing The South African Police Service. P.27.. Available online at http://www.saps.gov.za/statistics/reports/crimestats/2011/crime_situation_sa.pdf

³⁷ Poro, A and Banjac, S. (2012). *Reporting on Children: Is the coverage getting any better?* P.9 Media Monitoring Africa

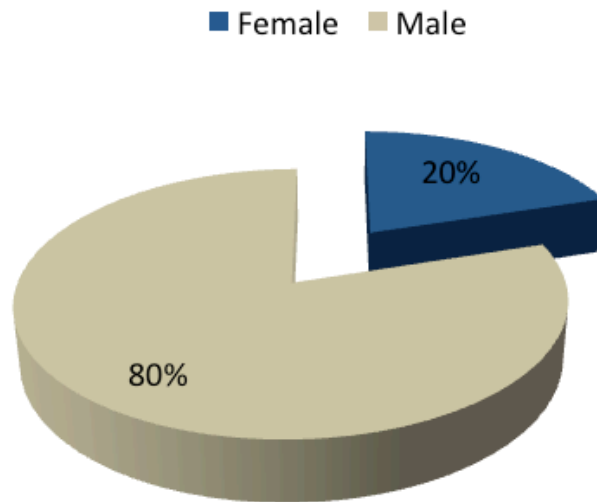
Figure 23: Topics According to Relevance per Origin

Topic Description	Africa	Eastern Cape	Free State	Gauteng	International	KwaZulu-Natal	Limpopo	Mpumalanga	National	North West	Northern Cape	Provincial	Western Cape
Economics	9%	1%	1%	30%	18%	2%	2%	1%	29%	4%	0%	1%	4%
Politics (International)	54%	0%	0%	6%	38%	0%	1%	0%	0%	0%	0%	0%	1%
Diplomacy	25%	0%	0%	0%	50%	25%	0%	0%	0%	0%	0%	0%	0%
Party Politics	0%	7%	3%	26%	0%	7%	8%	6%	28%	2%	1%	7%	6%
South Africa - National, including SA Gov. & Parliament	3%	2%	0%	26%	0%	0%	2%	2%	51%	0%	0%	3%	7%
Provincial and Local Government	0%	2%	6%	43%	0%	8%	11%	4%	9%	2%	1%	2%	9%
Disaster / Accident	9%	5%	1%	5%	26%	13%	5%	2%	10%	1%	0%	5%	15%
Conflict / Political Violence / Protests / War	18%	6%	4%	10%	23%	2%	3%	7%	6%	14%	1%	1%	4%
Corruption	2%	3%	0%	20%	5%	6%	0%	0%	45%	0%	2%	0%	18%
Crime	2%	8%	4%	24%	5%	22%	6%	3%	7%	5%	2%	1%	11%
Justice System	3%	2%	13%	30%	5%	5%	7%	2%	12%	10%	0%	1%	9%
Racism and /or Xenophobia	0%	0%	25%	50%	0%	0%	25%	0%	0%	0%	0%	0%	0%
Labour, Strikes, Unemployment	2%	5%	2%	28%	8%	5%	9%	6%	28%	3%	0%	2%	3%
Education	0%	33%	0%	10%	0%	6%	13%	8%	17%	1%	0%	1%	11%
Housing	0%	15%	0%	0%	0%	15%	10%	10%	5%	0%	20%	0%	25%
Rates & Services	0%	4%	8%	22%	0%	0%	8%	16%	12%	6%	4%	4%	18%
Media and ICT's and technologies	2%	2%	0%	41%	4%	6%	0%	2%	37%	0%	0%	0%	6%
Human Rights	0%	0%	6%	33%	17%	0%	6%	0%	22%	6%	11%	0%	0%
Children	8%	0%	0%	0%	25%	0%	0%	0%	8%	25%	0%	0%	33%
Child Abuse	0%	0%	0%	11%	22%	44%	0%	0%	11%	0%	0%	11%	0%
Development	0%	4%	0%	11%	4%	0%	4%	4%	54%	4%	0%	0%	18%
Poverty	8%	8%	0%	8%	8%	17%	0%	17%	33%	0%	0%	0%	0%
Health	3%	5%	0%	11%	5%	11%	3%	3%	24%	8%	11%	0%	16%
Environment	0%	7%	9%	2%	14%	12%	2%	9%	2%	2%	5%	0%	35%
Land	11%	11%	0%	11%	0%	0%	11%	33%	11%	0%	0%	0%	11%
Sport	0%	0%	0%	11%	28%	0%	0%	6%	50%	0%	0%	0%	6%
Science	0%	0%	0%	8%	46%	0%	0%	0%	23%	0%	0%	0%	15%
Arts/Culture	0%	5%	0%	18%	21%	3%	0%	0%	18%	0%	0%	5%	29%
Personalities and Profiles	4%	6%	2%	32%	10%	13%	5%	1%	17%	1%	1%	2%	7%
Refugees, undocumented migrants, immigration	6%	0%	0%	44%	6%	6%	6%	0%	25%	0%	0%	6%	0%
Elections	10%	0%	0%	10%	70%	0%	0%	0%	0%	0%	0%	0%	10%
Religion, cultural practice	2%	0%	5%	9%	23%	18%	14%	5%	14%	2%	2%	5%	2%
Social Welfare	0%	8%	0%	16%	0%	26%	6%	10%	0%	2%	16%	0%	16%

4.2.4 Diversity of sources Sex

Another crucial element to diverse coverage is that of equitable sourcing, especially across sex. Gender does not seem to be a priority for SABC news. As highlighted earlier, gender as a topic received insignificant coverage. This is an indication of the SABC's lack of priority to gender issues as gender inequality continues to exist at all levels of society. The following figure reveals the SABC's use of female and male sources for the entire period of analysis. The results reflected below only reflect those instances where the sex of the source could be clearly distinguished.

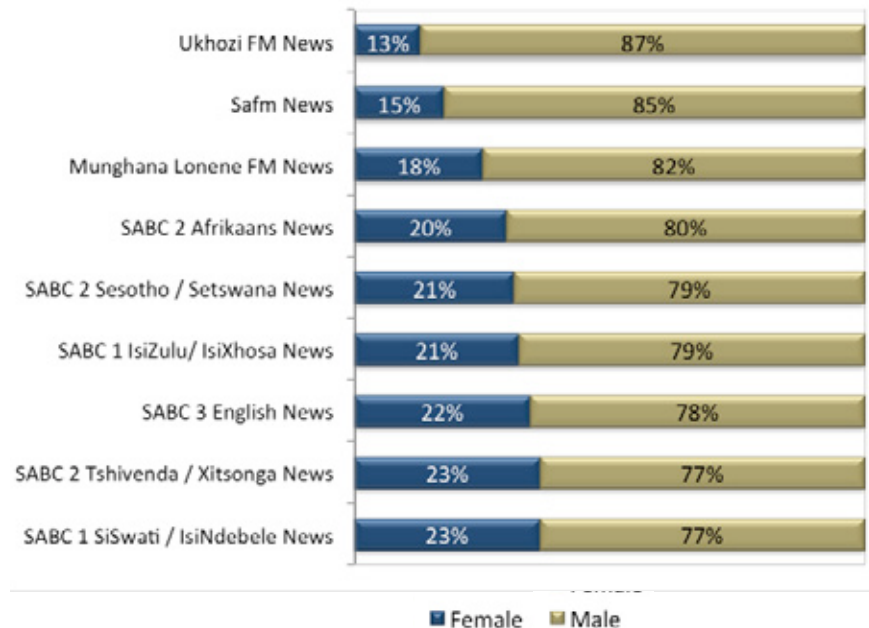
Figure 24: Female versus Male Sources



The results in Figure 24 demonstrate a recurring trend over the years where more men are sourced than women. Sadly, this is below the global figure, which currently sits at 24 percent of women against 76 percent in favour of men.³⁸ If we separate the SABC services we notice the following:

38 See Global Media Monitoring Project 2010: *Who Makes The News*. Accessed online: http://www.whomakesthenews.org/images/stories/website/gmmp_reports/2010/global/gmmp_global_report_en.pdf

Figure 25: Percentage of Female versus Male Sources per Medium



With 23 percent female sources, SABC 2 Tshivenda / Xitsonga news and SABC 1 SiSwati / IsiNdebele news are in line with the global average. Radio services had the lowest number of female sources with Ukhozi FM at the bottom. It is very concerning that SABC services continue to fail to strike a balance between male and female sources, with most stations still having very high gender imbalances. This contradicts the SABC's mandate to ensure diverse and equitable sourcing. But why are female voices generally underrepresented in the media? A plausible explanation could be that the underrepresentation of female voices ostensibly reflects the gendered nature of journalism. The masculine character of news is recognised in the choice of sources that are overwhelmingly male.³⁹ This means that news is not only about and by men, but it is overwhelmingly seen through men.⁴⁰ This is

39 Van Zoonen, L. (1998). One of the girls?: The changing gender of journalism. In C. Carter, G. Branston & S. Allan (Eds.), *News, Gender and Power*. London & New York: Routledge, 33-46.

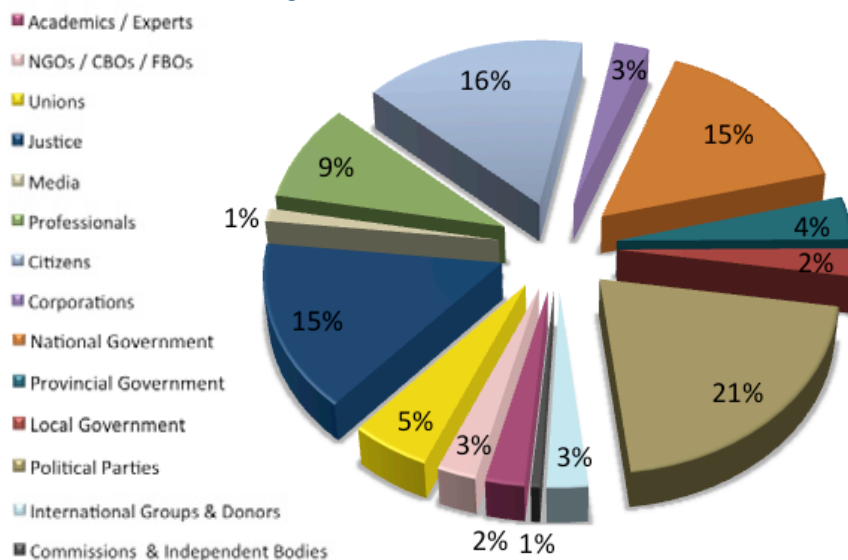
40 Hartley, J. (1982). *Understanding news*. London & New York: Routledge

despite the fact that women constitute approximately 52 per cent of the South African population. The SABC has clear guidelines to include in their programming non-stereotypical representations of the disabled, women, black and homosexual people, and of any other South Africans who have often been marginalised by the mainstream media, or represented in narrow and stereotypical terms as stated in their editorial policies. It is therefore of paramount importance that the SABC adheres to these guidelines, and improves not only who they access but also cover key gender issues more comprehensively.

4.2.5 Sources accessed during the monitoring period

The Figure below shows the overall sources accessed by the SABC services examined.

Figure 26: Sources Accessed



For the purposes of this project we are defining a source as a person who is directly or indirectly accessed (quoted) in the item. In the quest to providing consistent, relevant, useful and high-quality

programming, including information and analysis it is important that the SABC provides diverse viewpoints and unbiased information in order to have an active and participative citizenry, crucial to the strength of our democracy.

The results reveal that sources most frequently accessed were Political Parties (21 percent). A possible reason for this was that during the monitoring period, the expulsion and subsequent suspension of ANCYL president Julius Malema was a big news story. The ANC Provincial Conferences in Mpumalanga and KwaZulu Natal were also a significant focus. In Mpumalanga, provincial party chairman David Mabuza who is reportedly a close Zuma ally stood for re-election and KwaZulu-Natal is, according to the Daily Maverick, “Zuma’s biggest asset, now that he can no longer count on Cosatu and the ANC Youth League to run his campaign machinery”.⁴¹ There were also stories about the DA taking legal steps to force the National Prosecuting Authority to produce complete documents, including tapes, relating to its 2009 decision to drop corruption charges against President Jacob Zuma.

Academics and experts were the least accessed sources (2 percent), whereas during the 2011 Local Government elections, academics and experts were the third highest sourced at 10 percent.⁴² This method of coverage comes at the expense of ensuring that there is continuous debate about the socio-economic position of the country and other issues facing South Africans and more academics and experts should be sourced enabling citizens able to understand complex issues. Experts can be better positioned to unpack and understand such issues.

The disparities between the percentages of Political Party sources, Citizens and officials linked to the Justice or the Justice Department sources accessed suggest that the SABC is not setting the agenda and that the broadcaster is not meeting requirements of its mandate when it comes to diverse and equitable sourcing.

41 Munusamy, R. (2012). *KZN hearts JZ - and isn't afraid to show it*. Accessed online:<http://dailymaverick.co.za/article/2012-05-14-kzn-hearts-jz-and-isnt-afraid-to-show-it>
 42 Netshifhehe, C, Dibetso, L & Smetherhem, C. (2011). *The SABC's Coverage of the 2011 Local Government Elections*. Johannesburg: Media Monitoring Africa

4.2.6 Diversity of sources by race

Representation of race in the media can consist of the same sort of rigid stereotypes that constitute gender portrayal. In 2003, Media Monitoring Project (MMP) now MMA, revealed that the racial representation of people accessed in the South African media did not reflect the reality of the population breakdown at the time.⁴³ Analysing the representation of race in the media is essential, especially if negative stereotypes are to be challenged and positive changes are to be developed.⁴⁴ The table below shows how race was represented by the SABC services analysed. Please note that these following results only reflect those instances where the race of the source could be clearly determined.

Figure 27: Race of sources per medium

SABC Service Programme	African/ Black	White	Coloured	Indian / Asian
Munghana Lonene FM	77%	13%	6%	4%
SABC 1 IsiZulu/ IsiXhosa News	79%	15%	3%	3%
SABC 1 SiSwati / IsiNdebele News	76%	18%	3%	4%
SABC 2 Afrikaans News	61%	27%	2%	9%
SABC 2 Sesotho / Setswana News	77%	18%	3%	2%
SABC 2 Tshivenda / Xitsonga News	72%	16%	7%	5%
SABC 3 English News	63%	23%	7%	7%
SAfm	72%	17%	7%	4%
Ukhozi FM	85%	14%	0%	1%

According to Statistics South Africa's Mid-year Population Estimates, Blacks constitute 79 percent of the country's population, while White people make up nine percent, as with Coloureds, and Indians/Asians constitute approximately two percent.⁴⁵ Ideally this should be broadly reflected in the SABC's news coverage. However, the results tabulated in Figure 27 show that there is an over representation of White people across all SABC's analysed news content services, with SABC 2 Afrikaans news having the highest figure. The findings also reveal that there is an under representation of Coloured people on all SABC services with Ukhozi FM not sourcing Coloureds at all. There is also an over representation of Indians/Asians on most services with the exception of Ukhozi FM and SABC 2 Sesotho/Setswana news. Generally, there seems to be a balance in terms of African language sources across most SABC services. The exception is Ukhozi FM, which has the highest representation of African language speakers at 85 percent. Other exceptions are SABC 2 Afrikaans news and SABC 3 English news, which under represent Black people. These findings clearly do not reflect the demographics of the country and the disparity may serve to foreground the concerns of minorities or other racial groups.

It is important that the broadcaster's coverage of race and that the breadth of coverage is more diverse. Geographical location, language use and literacy continue to entrench media disparities, with urban media users favoured and English and Afrikaans having a virtual monopoly of broadcast media. This however is not a problem exclusive to the public broadcaster. It is a reflection of South Africa's historical and present socio-economic reality and the continual reinforcement of these disparities by both print and broadcast media. It is crucial that the public broadcaster serves the interest of all South Africans and sets its own agenda and do not adhere to the agenda set by those who want to fulfil their own interests. This will likely increase the range of opinions that the public has access to.

43 Media Monitoring Project. 2003. *Revealing race: An analysis of the coverage of race and xenophobia in the South African print media*. Johannesburg: Media Monitoring Project. Available at: www.mediamonitoring.org/images/uploads/Final_report_v5_print_final.pdf

44 Ibid.

45 Statistics South Africa. 2011. Statistical release: Mid-year population estimates 2011. Available at: www.statssa.gov.za/publications/P0302/P03022011.pdf

4.2.7 Sources per story

Sources indicate who gets to speak, in what capacity and regarding which issues. It is important that journalists get quotes from a diverse range of sources to provide quotes, background information, and explanation of complex or technical issues and useful suggestions. Sources also influence the way a medium constructs and presents its messages. There were a total of 1624 sources accessed by all the SABC services whose news content was analysed. The figure below shows overall breakdown of sources according to medium.

Figure 28: Amount of sources according to medium

Medium	Total no. of Sources	Total no. of Stories	Average Sources per Story
Munghana Lonene FM	127	137	0.93
SABC 1 IsiZulu / IsiXhosa News	247	350	0.71
SABC 1 SiSwati / IsiNdebele News	127	189	0.67
SABC 2 Afrikaans News	218	362	0.6
SABC 2 Sesotho / Setswana News	239	301	0.79
SABC 2 Tshivenda / Xitsonga News	182	290	0.63
SABC 3 English News	232	254	0.91
Safm	137	167	0.82
Ukhozi FM	100	133	0.75

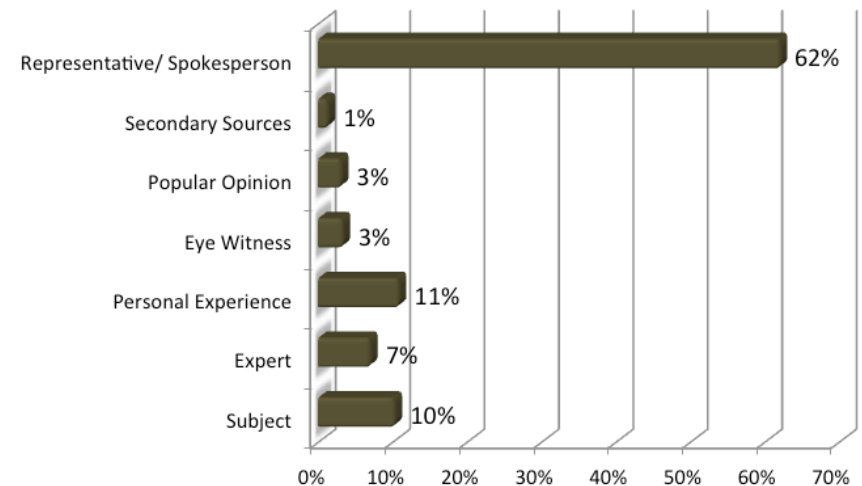
Figure 28 reveals that Munghana Lonene FM had the highest number of sources per story. This is despite radio not being conducive to having a higher source count. An analysis of these results reveals that, with the exception of English news on SABC 3, the broadcaster suffers from extremely low source counts. Whilst we acknowledge some of the structural conditions of the broadcast industry, it is disappointing that there is less than one source or even no sources for the different stories covered by the

SABC services. It is worth emphasising again that it is important that a wide range of views, opinions, and perspectives are drawn from all over the country.

4.2.8 Diversity of sources by function

Source function helps us understand the capacity or function within which a person is included in the story. The findings are reflected in the figure below.

Figure 29: Overall function of sources across all SABC services



In order for different viewpoints to be expressed and to promote enlightened understanding of different events, the national broadcaster must provide information enabling listeners to form the fairest possible idea of events; if not unbiased, the information should at least be unbiased. One way of doing this is to ensure that it is to utilise a spectrum of guests, analysts and specialist commentators. The figure above shows the different voices heard on the SABC services monitored. Representatives / Spokespersons were the most accessed and experts constituted only 7 percent. This is problematic as the scope of viewers is narrowed down to only a few individuals or groups who may be seen to seek to further the interest of their group.

Figure 30: Function of sources across all SABC services according to Sex

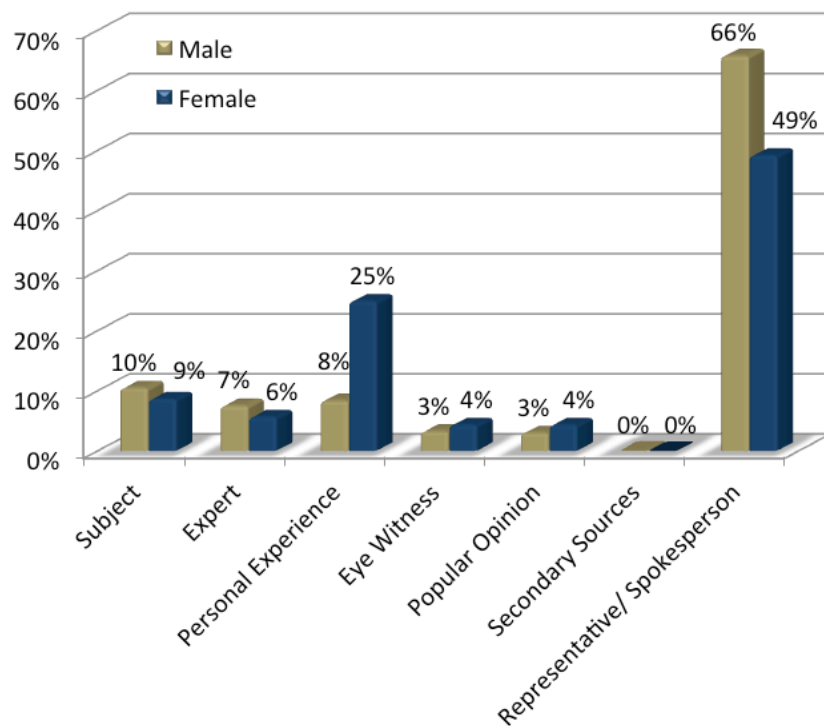


Figure 30 shows that in total, SABC services accessed 66 percent of male sources as representatives or spokespersons as compared to 49 percent of females as spokespersons or representatives. The Figure also reveals that 10 percent of males compared to 9 percent of females were accessed as subjects of the story.

The SABC services also accessed 25 percent females compared to 8 percent males from a personal experience perspective. This seems to be the trend, not only in South Africa but in other African countries. For example, in our analysis of the coverage of HIV and AIDS by the media in Botswana, we observed that more females are sourced for personal experience than men.⁴⁶ This finding also

46 See Radu, W & Netshifhehe, C. (2011). *Building quality reporting on HIV and Aids in*

corroborates literature⁴⁷ and research⁴⁸, which shows that when women are accessed in the media, they are mainly accessed for ‘personal experiences’ while males are mainly accessed for ‘expert’ opinion. The finding reflects the fallacious perception common to all sectors of society including the media that men are more knowledgeable than women hence men tend to speak more than women and on behalf of women. The danger with this is that it often leads to the misrepresentation of female views by men who may claim to speak on behalf of women.

It is important for media to challenge dominant discriminatory views about women. There is a serious need for more programmes specifically produced for female audiences across all SABC services and minimise the covering of women’s issues on general interest programmes. Wasserman et al (2006) argue that even though there is a good deal of programming that is produced and presented by women, or programming that features women as actors and/or subject matter, the vast majority of this programming is in English and much of it is imported.⁴⁹ They go on to argue that when there is programming in other languages, such programmes deal with urban issues and themes. As a result of this women in rural areas are not fully represented if not totally sidelined.⁵⁰

4.2.9 Function of sources by medium

Figure 31 (on the following page) presents a breakdown of source function by medium and covers all the SABC services analysed. This is to determine the quality of sources the different SABC services utilized.

Botswana. Johannesburg: Media Monitoring Project.

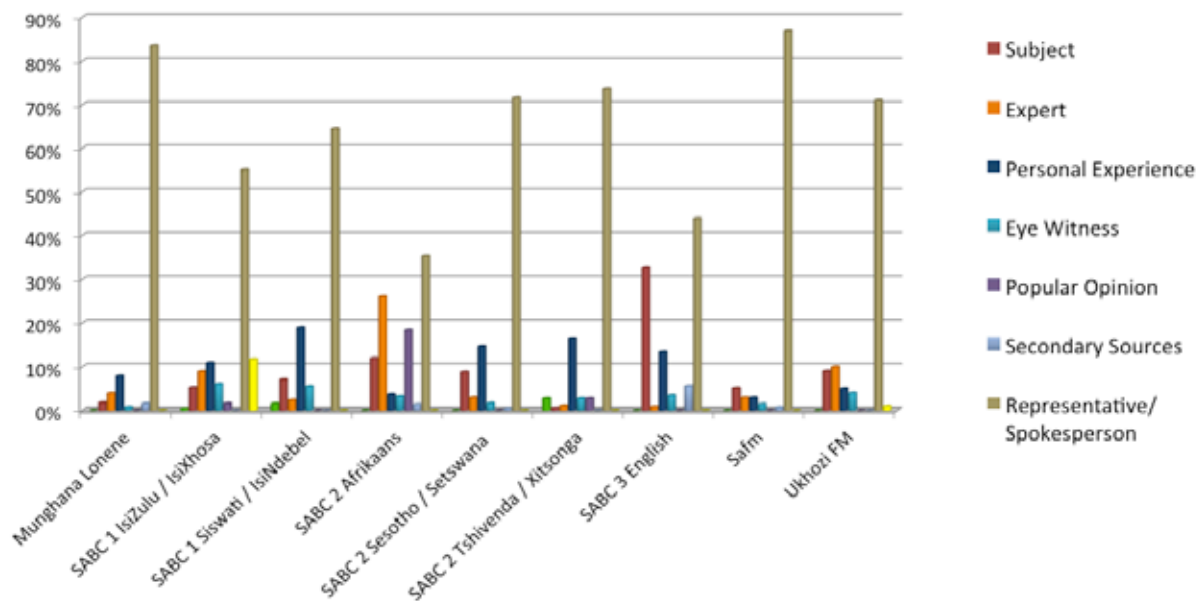
47 Carter, C., Branston, G. & Allan, S. (1998). *Setting new(s) agendas: An introduction*. In C. Carter, G. Branston & S. Allan (Eds.), *News, Gender and Power*. London & New York: Routledge, 1-9.

48 Macharia, S., O’ Connor, D. & Ndingam, L. (2010). *GMMP Report: Who makes the news?* [Online]. WACC: London & Toronto. Available from http://www.whomakesthenews.org/images/stories/website/gmmp_reports/2010/global/gmmp_global_report_en.pdf

49 Wasserman, H., Bosch, T, Davidson, M and Jacobs, S. (2006). *Equal in the eyes of the media: Research into visibility and access to the media by underserved groups*

50 Ibid

Figure 31: Function of Sources per Medium



In general, all SABC services relied on representatives/spokespersons as sources of information. This was to the detriment of other sources of information which/who may provide different perspectives. SABC 2 Afrikaans news had the highest number of expert sources. However, it is a concern that experts were not sourced enough on almost all SABC services. Given that most services relied on representatives for information, we broke down the source function of representatives further for each service to show the ration of representatives as sources compared to all other sources. See results in Figure 32.

What these results indicate is that that all the radio services whose news content was analysed accessed more representatives than television services. It is concerning that representatives outnumber all other types of sources. Though there is no law or rule that binds the public broadcaster to access a specific number of representatives, public broadcasters should provide information enabling listeners to form the fairest possible idea of events; if not unbiased, the information should at least be fair and diversified. Such information will allow the different viewpoints to be expressed and foster an enlightened understanding of current events.

Figure 32: Sources as 'Representatives' by Medium

Medium	Total no. of Representatives	Total no. of Sources	% of Representatives
Munghana Lonene FM	106	127	83 %
Safm	119	137	87%
SABC 2 Tshivenda / Xitsonga News	134	182	74%
SABC 2 Sesotho / Setswana News	171	239	72%
Ukhozi FM	71	100	71%
SABC 1 SiSwati / IsiNdebele News	82	127	65%
SABC 1 IsiZulu / IsiXhosa News	136	247	55%
SABC 3 English News	102	232	44%
SABC 2 Afrikaans News	77	218	35%

4.2.10 Depth of information

A key assumption of this section is that news stories require greater explanation, focus and attention to detail. In this regard, we attempted to determine various qualitative elements as well as the depth of information regarding the reporting of news stories. In terms of the quality of news, we sought to understand how individual stories informed viewers and listeners. We thus used quality indicators, which were informed by the fact that, in an ideal situation, any given story could, amongst other things, accurately set the context and explain why things happened the way they did. The news report should also show the implications of the course of events and how a particular issue or event might impact society at large. Ideally a story could access experts, children or officials and others who can give solutions to the problems surrounding the event or a particular issue, and where necessary provide reference to relevant legislation or human rights. In assessing the depth of information provided in the news we used the following indicators:

Figure 33: Depth of Information across all SABC Services

Info	Total Stories	Percentage
Context Basic	778	88%
Ethical	541	61%
Causes	492	55%
Context In-Depth	284	32%
Consequences	191	22%
Solution	161	18%
Citizen Perspective	82	9%
Relevant Legislation	59	7%
Gender Omission	5	1%
Gender Perspective	4	1%

Given that gender issues are of great concern in South Africa, we also looked at whether a news item contained a clear gender perspective or gendered dimension. In addition, considering the

quality focused nature of this project we also sought to assess whether or not news reporting contained a citizen perspective. A citizen's perspective to a story indicates that the news items go beyond simple factual reporting, and looks into the impact of the issue reported on. When looking at reporting of a political issue, for example, if there is a citizen's perspective, it indicates that the journalist has not only given the politician a voice, but given the citizens involved an opportunity to voice their concerns and opinions.

It is important to consider which medium is reporting what kind of information and how in-depth this information appears to be. Figure 34 displays the various mediums with the number of indicators as well as which specific in-depth information indicators have been selected. Although SAfm has the highest number of indicators, SABC 3 produced more news items which provided information containing a citizen's perspective as well as a gender perspective.

When analysing the 'Ethical' indicators, although SAfm scored the highest total number of quality indicators, SABC 1 IsiZulu / IsiXhosa scored higher ethically than SAfm at 33 percent of their stories containing good ethical practice. SABC produced information containing the highest number of news items which had a gender perspective to it, however this number was only 1 percent of the news items analysed.

Overall, the information analysed in the fully monitored news bulletins shows levels in line with other media, including print and broadcast. It could be expected of the public broadcaster to set the standard rather than simply comply with it. The lack of in-depth information is clear regarding gender and citizen perspectives to the particular news item. Most of the news items contained a factual basic style of reporting but failed to produce a large amount of news items containing specific causes to a problem and further in-depth information. Adhering to ethics when reporting on events and stories is key to maintaining a high level of quality news, that the majority of items are in line with general ethical standards is positive but it should be higher.

Figure 34: Percentage of Quality Indicators per Medium

Medium	Context Basic	Context In-Depth	Citizen Perspective	Ethical	Gender Omission	Gender Perspective	Relevant Legislation	Consequences	Solutions	Causes
SAfm	21%	0%	2%	21%	1%	0%	5%	16%	12%	21%
SABC 2 Afrikaans	22%	22%	4%	20%	0%	0%	3%	4%	6%	21%
SABC 1 Isizulu/IsiXhosa	32%	1%	6%	33%	0%	0%	0%	3%	4%	20%
Munghana Lonene FM	37%	27%	1%	0%	2%	0%	1%	5%	3%	25%
SABC 3 English	17%	15%	8%	12%	1%	0%	3%	16%	12%	15%
SABC 2 Tshivenda/Xitsonga	36%	17%	6%	0%	0%	0%	2%	9%	3%	26%
SABC 2 Sesotho/Setswana	41%	8%	0%	20%	0%	0%	0%	1%	10%	20%
Ukhozi FM	44%	2%	0%	44%	0%	0%	0%	1%	0%	7%
SABC 1 SiSwati/IsiNdebele	45%	3%	0%	48%	0%	0%	0%	1%	0%	0%

4.2.11 Story Codes

MMA designed a system unique to this project to track stories. By assigning a code to each story we were able to determine if stories were followed up or if they were carried across different channels. When new stories came up during the monitoring period and no story code was assigned to it a new story code was created. Not only do these story codes help us with tracking which specific story is repeated across the different SABC channels, but we can also understand structural choices that influence SABC newsrooms. In other words choices and values made by journalists and values of the SABC. SABC 3 was used as a marker to come up with these story codes. After monitoring all the news items, a draft list was used to categorize the codes and there was a total 923 codes for the monitoring period.

One of the assumptions when we came up with the story codes was that the list would be short and therefore have a direct implication on the diversity of the content citizens receive from the public broadcaster. The results show that there was a degree of diversity in the news that citizens got however, this was as a result of the different angles that the stories took and not diversity in content per se. the diversity of angles may come from have different sources with different perspectives, or different broadcast languages. This is a challenge to the SABC's editorial policies which puts emphasis on diverse coverage and equitable sourcing. This is further more contradicted by the lack of a citizen centric approach to coverage. In terms of the topics covered, the report shows that there was emphasis on topics that focused on event-based coverage. For example, party politics, crime, disasters and accidents were amongst the top 11 topics.

4.2.12 Gender Perspective

As the 2012 World Development Report on Gender Equality and Development demonstrates, gender equality is a core development objective in its own right.⁵¹ It is crucial that news media champion the rights of vulnerable people particularly women and children by ensuring that their voices are heard. The results from the monitoring show that the SABC failed to give their stories a 'gender perspective' and that men set the agenda when it came to making the news. Such polarized representation undermines the broadcaster's credibility.

Only four of the nine SABC services monitored carried items that had a gender perspective in their news bulletins and only 25 percent of those stories were of a gendered nature. The channels which contained these stories were Sfm, SABC 3 English, SABC 2 Tshivenda/Xitsonga and SABC 1 IsiZulu/IsiXhosa. These results are similar to those of monitoring conducted by MMA during the 2009 National Elections and 2011 Local Government Elections. During both elections, topics directly or indirectly relating to gender were scarce.

⁵¹ World Development Report. (2012). Gender Equality and Development. TheWorld Bank. Accessed online: <http://siteresources.worldbank.org/INTWDR2012/Resources/7778105-1299699968583/7786210-1315936222006/Complete-Report.pdf>

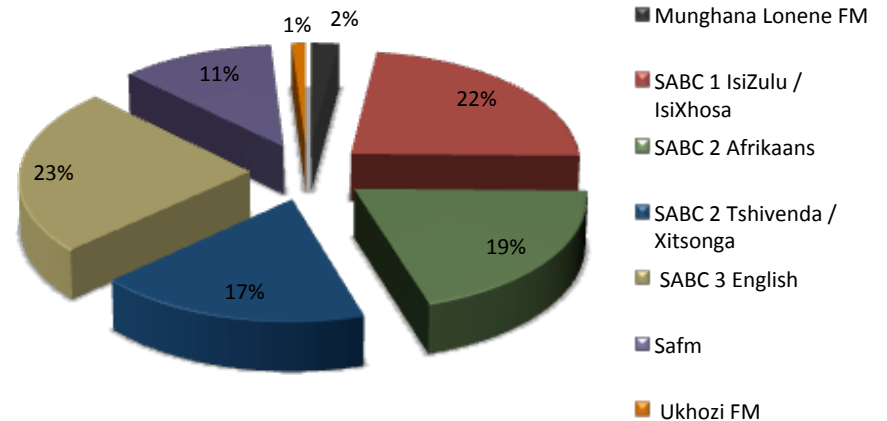
In a country where patriarchy is still deeply entrenched, particularly in rural areas, the public broadcaster should be at the forefront in speeding up the process of gender equality. This is particularly more important in this era of globalisation. According to South Africa’s National Policy Framework for Women’s Empowerment and Gender Equality, globalisation is one of the key challenges in emerging markets. This is because “globalisation is a system of redistribution of opportunities and benefits which may improve the economy or lead to rising inequality and aggravated poverty”.⁵² A challenge for South Africa is to ensure that women benefit and develop equally with others in society. Poverty is still a major issue for women in South Africa. According to Kehler “studies have shown that current trends of globalization, economic reforms, the World Bank’s policy to privatize public services and the global cut in social spending are a few amongst a myriad of determining factors which will decrease women’s participation in the workforce and increase their poverty”.⁵³

The public broadcaster needs to be a platform where voices of the marginalized are heard and in line with South Africa’s progressive constitution and legislature play part in building a non-sexist South Africa.

4.2.13 Citizen Perspective

This section assesses the media’s adoption or delivery of a “citizen agenda” in news content. This means keeping the citizen central in the production and discussion of news and using citizens as sources, which we can see from section 4.2.5 was seldom done. For an item to have a citizen perspective, MMA believes that it should clearly take the point of view of the citizen, interrogate the impact of policy on citizens, go beyond what politicians or government are saying and offer some analysis and inform citizens to make informed decisions, particularly around election time.

Figure 35: Percent Breakdown of Citizen Perspective



The results show that SABC 3 had the most stories with a citizen perspective (23 percent), followed by SABC 1 IsiZulu / IsiXhosa (22 percent) and SABC 2 Afrikaans (19 percent). Generally all SABC television news services had a fairly good rating which could be attributed to the broadcaster’s social responsibility initiative Touching Lives launched in 2010. Whilst this initiative is welcomed as a means to address the huge socio-economic challenges faced by South Africa, it is concerning that it is in this segment only where citizen’s issues and voices are heard the most but when it comes to examining substantive issues that indicate a citizen’s agenda, the broadcaster is found to be lacking.

It is also concerning that most radio services did not have a citizen perspective at all, despite the fact that radio is the most accessed broadcast medium in the country. Munghana Lonene Fm and Ukhozi Fm and other radio services monitored were below three percent.

As the biggest broadcaster in the country with the greatest audience, the SABC has immense power and potential. Therefore there is a higher expectation on the public broadcaster to have a citizen centric approach to coverage as part of its public service mandate.

52 National Gender policy Framework. South Africa’s National Policy Framework for Women’s Empowerment and Gender equality. (2000). The Office on the Status of Women. Accessed online: <http://www.info.gov.za/otherdocs/2000/gender.pdf>

53 Kehler, J. (n.d.) *Women and Poverty: The South African Experience*. Accessed online: <http://www.bridgew.edu/soas/jiws/fall01/kehler.pdf>



5. Conclusion

According to the vision and values of the SABC, “The values of the SABC are, as per the editorial code equality, editorial independence, nation building, diversity, human dignity, and accountability”. The SABC also aims at broadcasting programming which “extends to young and old, urban and rural in all the provinces, speakers of all the official languages, and people of every religious persuasion”. According to the findings of the schedule analysis, regarding the content and where specific content is produced, the majority of programmes that were broadcast on SABC’s television stations are locally produced. An interesting observation is that, probably due to their commercial licence, most of the content broadcast on SABC 3 is produced abroad, specifically in North America.

Regarding different genres in programming, the highest amount broadcast is soap operas. Second is educational programming, followed by current affairs and drama. News broadcasts appear to have the lowest amount of airtime. Children’s Programming falls largely under the umbrellas of Cartoons and Educational programming.

SABC 1 and SABC 2 manage quite comfortably to broadcast 20 hours of programming targeted at children. However, SABC 3 seems to make their quota up through the use of children’s movies too, but still falls far below their requirements.

In order to achieve a wide range of diverse programming, the language of programming needs to be taken into consideration. **English was identified to be the language primarily broadcast across SABC.** The second most predominant languages are

Afrikaans and isiZulu. The number of people who speak English as a first language in South Africa stands at 8 percent. If the goal of SABC’s broadcasts is to reach as many people as possible, the over-representation of English is not a good finding, since many South African people do not speak English, or speak English with very limited fluency.

The number of times a program is broadcast adds to the diversity of programming. The less a program is repeated, the more diverse the programming will be. **21 percent of broadcasting time is filled with repeats of recently aired programmes.** SABC 1 uses 26 percent of its broadcasting time for repeats, SABC 2 uses 20 percent of its time, while SABC 3 allocates 15 percent of its broadcasting time to repeats. Rebroadcasts of old series such as MacGyver are not considered repeats by themselves. If such programmes were classified as repeats, since they do not constitute new content, the percentage would rise considerably.

The findings of the SABC schedule analysis indicate that without repeats none of the channels would meet their local content requirements. **It is concerning that there is not much diversity in the language of programming. The fact that South Africa has 11 official languages, and English, which spoken the least, is broadcast the most, is concerning.**

The SABC occupies a distinctive position of trust in the lives of its viewers and listeners. It is essential that it caters for the needs of all South Africans and ensures that it is continuously positioned to provide consistent, relevant, useful and top quality information

and analysis on which all South Africans can rely so that they can engage and have opinions on the issues that affect them with the goal of building a common future. Even though most SABC services try to make a concerted effort in making sure that they meet the requirements of their mandate, based on the findings of this report, we can conclude that the broadcaster is still lagging behind which undermines its editorial policies.

From the schedule analysis the results showed that News broadcasts receive the lowest amount of airtime and this has resulted in a decline in the quality of content that viewers and listeners get from SABC news services. Key issues like Gender, Gender violence, Health, Children and HIV/AIDS continue to receive little attention. Representatives / spokespersons continue to make and shape the news while citizens are left on the sidelines.

As a result of this research report, MMA recommends the following:

- **The public broadcaster should consider reflecting the racial demographics of South Africa more effectively within their programming and news.**
- **The public broadcaster needs to better perform concerning local content quotas and reduce repeats.**
- **The policies should give more detail on schedules or programming content instead of merely providing a description of what can be expected from the SABC as a public broadcaster.**
- **The editorial policies should be reviewed as the current ones are outdated. The last review took place eight years ago and MMA welcomes the proposed review that is set to commence in August 2012.**

- **The public broadcaster should encourage the voices of the marginalised to be heard, in line with South Africa's progressive constitution, and legislature play part in building a non-sexist South Africa.**
- **The public broadcaster to have a citizen centric approach to coverage as part of its public service mandate. In terms of the topics covered, the report shows that there was emphasis on topics that focused on event-based coverage. For example, party politics, crime, disasters and accidents.**
- **The over representation of English, Afrikaans and White people needs to be addressed as these widen the disparities between those who have access to and control of the media. The public broadcaster must serve the interest of all South Africans and set its own agenda and not adhere to the agenda set by those who want to fulfil their own interests.**
- **It would be useful for the SABC to also consider carrying out research on the political economy of the public broadcaster.**



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Appendices

Appendix 1

Topic codes

Code	Description
1	Economics
2	Politics (International)
3	Diplomacy
4	Party Politics
5	South Africa - National, Including SA Govt & Parliament
6	Provincial & Local Government
7	Disaster, Accident
8	Conflict, Political Violence, Protests, war
9	Corruption
10	Crime
11	Justice System
12	Racism and / or Xenophobia
13	Labour, Strikes, Unemployment
14	Education
15	Housing
16	Rates & Services
17	Gender
18	Gender based violence
19	HIV / Aids
20	Media and ICT's and Technologies
21	Human Rights
22	Children
23	Child Abuse
24	Development
25	Poverty
26	Health
27	Environment
28	Land
29	Sport
30	Science
31	Arts / Culture
32	Personalities and Profiles
33	Disability
34	Black Economic Empowerment
35	Affirmative Action
36	Refugees, undocumented migrants, immigration
37	Elections
38	Discrimination

Appendix 2

SABC Editorial Guidelines

INTRODUCTION

The SABC occupies a distinctive position of trust in the lives of its viewers and listeners. We are the most extensive, all-inclusive and diverse news organisation in South Africa. The SABC considers it a duty to provide consistent, relevant, useful and top-quality information and analysis on which all South Africans can rely as they discuss and deliberate, form opinions and build a common future. The Independent Broadcasting Authority Act, the Broadcasting Act, the Code of Conduct for Broadcasters and the SABC's Editorial Code set out the essential requirements for news and current affairs services that are to be studied, understood and observed by every member of the SABC's news staff. This policy covers all the news, current affairs and information programming broadcast by the SABC, including news bulletins and current affairs programmes provided for radio, television and SABC Africa.

THE SABC'S ROLE IN NEWS, CURRENT AFFAIRS AND INFORMATION PROGRAMMES

The SABC recognises the important part played by news and information in human, social and economic growth and development, especially in societies such as ours that are embarking on nation building. The SABC takes account of this, as it is in these circumstances that news, current affairs and information services can be the catalyst for positive and progressive development and change. Through this policy, the SABC is well positioned - and unmatched in the market - to meet the challenge of telling the South African story with compassion, determination and resolution, while creating forums where South Africans from every walk of life can communicate ideas about their common future. The SABC should offer information that is substantial, and analysis that is authentic and meaningful to ordinary, enquiring South Africans so that they can form their own opinions. Also, since our services are for everyone's use, they should take account of

representation and identity, and reflect life as it is. This means accounts and interviews, and other forms of presentation, should reflect and draw on South Africa's diversity of people, languages, cultures, genders, abilities and classes, and the full spectrum of opinions, perspectives and comment. For the SABC to achieve these objectives, we require - and our audiences rightly expect - the news staff to uphold the highest editorial and ethical standards consistently and diligently. Clearly what we uphold as a common good for society, such as decent and incorruptible values, robust and vigorous creativity, and healthy and wholesome growth and development, lies at the very heart of good journalism. The SABC's freedom of expression and its journalistic, creative and programming independence is guaranteed and protected in law. The principle of editorial independence is therefore fundamental to the operations of the public broadcaster and especially important to the functions of the SABC's news division. The SABC is committed to upholding the independence of its news division and, flowing from this policy, the news division will develop its own internal guidelines on how to entrench this independence and deal with potential conflicts of interest in the newsroom. These guidelines should deal with involvement of reporters in political organisations, declarations of financial or family interests, how gifts and free travel are to be dealt with, etc. As a public institution, the SABC is often itself the subject of its own news reports. When reporting on itself, the SABC makes sure that it does so fairly and fully.

OBJECTIVITY, ACCURACY, FAIRNESS, IMPARTIALITY AND BALANCE

The SABC's right to freedom of expression comes with an obligation: the duty of every member of its news staff to uphold the highest professional and ethical standards. These are captured in the SABC's Editorial Code, some of the clauses of which are reproduced below:

We report, contextualise, and present news and current affairs honestly by striving to disclose all the essential facts and by not suppressing relevant, available facts, or distorting by wrong or improper emphasis

We do not allow advertising, commercial, political or personal considerations to influence our editorial decisions. The SABC is expected to provide information, and as part of this duty should evaluate, analyse and critically appraise government policies and programmes. The SABC is not the mouthpiece of the government of the day, nor should it broadcast its opinion of government policies, unless they relate directly to broadcasting matters

We seek balance by presenting relevant views on matters of importance, as far as possible. This may not always be achieved in a single programme or news bulletin, but should be done within a reasonable time

We are guided by news merit and judgement in reaching editorial decisions. Fairness does not require editorial staff to be unquestioning, nor the SABC to give every side of an issue the same amount of time

We do not accept gifts, favours, free travel, special treatment, or privileges that could compromise our integrity, and any such offer is to be disclosed

We foster open dialogue with our viewers and listeners, as we are accountable to the public for our reports

We aim to tell stories from a South African point of view and deal with issues that are important to South Africans. This includes local, African and global issues. We endeavour to contextualise for South Africans their life as global citizens, and to recount the story of South Africa in all its variety and complexity. Given our history, and that South Africa is part of Africa, we see it as our responsibility to endeavour to represent Africa and African stories fairly and diversely

We are committed to being a truly national broadcaster, providing a showcase for all South Africa's provinces and peoples

The Code of Conduct for Broadcasters also requires the SABC to report news truthfully, accurately and objectively. In this regard, the staff may not allow their professional judgement to be influenced

by pressures from political, commercial or other sectional interests. Since they are professionals, SABC journalists and other news staff have personal opinions, beliefs and preferences arising from social, educational, cultural and other forms of nurturing. South Africa's apartheid past, and individuals' experiences in contesting and living under it, also accentuates differences that could create unfairness and partiality, or perceptions of such bias. It is the responsibility of SABC journalists and editorial staff to ensure that these forms of individual and collective nurturing do not lead to any form or perception of inequity or prejudice. In order to meet the required standard of journalistic objectivity it is the responsibility of SABC news staff to be aware of such personal opinions, beliefs and preferences, and to take them into account in gathering and transmitting news. SABC reporting should be, and be seen to be, accurate, fair, impartial and balanced. Our audiences have the right to expect SABC news and current affairs programming not to reflect the personal views of editorial staff. In assigning staff, SABC editors should be sensitive to published views, associations and backgrounds, so as to avoid any perception of bias, or of vulnerability to undue influence.

SABC news staff are expected to present issues fairly, not to take sides, and to afford the public access to the full range of views on a subject. In this regard, editorial staff should not become emotional, or use emotive language, in writing stories or conducting interviews. For the SABC to retain its credibility, accuracy is imperative. Research for any news programme has to be thorough, and be checked and cross-checked. Substantiation is also an important tool for ensuring accuracy. Another agency or SABC correspondent should substantiate national and international reports that are not obtained first hand. News and current affairs stories and feeds taken from international broadcasters, bureaux and correspondents are always to be acknowledged, and to be consistent with SABC editorial policies and standards. SABC editorial staff should always endeavour to present stories in a fair and balanced manner. When exceptional circumstances make it impossible to achieve fairness and balance, or when a damaging critique of an individual or institution is presented, those criticised should be given an opportunity to present their side of the story: the "right of reply". When the response from such an individual

or institution is reflected in a subsequent programme, it should be given comparable prominence. With the best of intentions and efforts, mistakes still happen. When a serious factual error has been made, it should be admitted and corrected as soon as it is realised. The Code of Conduct requires any rectification to be presented with such a degree of prominence and timing as may be adequate and fair in the circumstances so as to attract attention readily.

LANGUAGE AND TONE IN NEWS

It is important for the SABC to get its facts and use of language right. Given our nation's divided history and previously unequal learning systems, the use of South African languages should always take account of the needs and sensitivities of our audiences. This means the use and tone of language should take account of our different cultures, abilities, classes and experiences; avoiding exaggeration, value judgment, unnecessary provocation, and lack of objectivity. It has now become a standard practice for news stories and bulletins to be produced and broadcast in all eleven official languages. This is another important dimension of language. Since inaccuracies easily creep in when stories are translated, only staff who have the required language skills should translate stories, and they should do so accurately and fairly. Further guidelines on language use are laid out in the Programming Policy and the Language Broadcasting Policy.

INTERVIEWING

Interviews are an important tool of journalism. In order to achieve the objective of an interview to break new ground and get new information, it is important for interviewing to be purposeful and well researched. For an interview to be successful, it is important to inform an interviewee of the purpose of the interview, its duration and any other relevant matter, and to establish how he or she prefers to be addressed. Care should be taken when interviewing ordinary people who do not have any experience of broadcasting. We should also make allowances for the language barrier: confusion and misunderstanding, or difficulty of expression, may arise when an interview is conducted in a language other than

the interviewee's home language. If necessary, an interviewer should repeat questions and confirm that the interviewee has a clear understanding of what is asked, and may request the interviewee to clarify answers. We should not make assumptions, or reconstruct an interviewee's responses later; the interview is the opportunity to do so. Conversely, interviewers are increasingly faced with interviewees who attempt to steer the interview on their own course. In such cases, interruptions may be justified. Any unwillingness to answer questions should be shown up, but this should be done calmly and respectfully. Further guidelines for dealing with guests are given elsewhere in this policy, and in the policy on Programming.

ECONOMICS AND BUSINESS NEWS

SABC News gives special attention to economics and business news aimed at informing and educating our audiences. Examples are business, commercial and labour laws; harmful business practices; effective ways of saving and spending money; prices, inflation and other basic economic indicators, and how these affect our audiences. In commissioning and broadcasting economics and business news, SABC news staff should ensure that a range of views, perspectives and opinions - not only the orthodox ones - are presented in a balanced, fair and accurate manner.

INVESTIGATIVE JOURNALISM

Investigative journalism, to which the SABC has made an important contribution, is a key element of our news services. SABC investigative journalism plays a vital part in pursuing matters of public concern systematically through innovative and reliable journalism, making it possible to access information that is crucial to the construction of a democratic society. As a rule, and given its potential effect on the lives of a large part of society, investigative journalism at the SABC always takes into account the relative importance of an issue. Minor matters should not be dealt with when more significant issues warrant attention. Although investigative journalism is robust and thorough in its examination of issues, it also has to adhere to the highest ethical and journalistic standards, be in the public interest, offer valuable

information and authentic analysis, promote public dialogue, and enable the public to form their own opinions. Given its nature, investigative journalism frequently involves legal considerations, and on such occasions the advice of the Legal Department is to be sought. As a rule, SABC journalists work in the open. Clandestine methods of gathering news and information should be used with due regard to the law, the right to privacy, and the significance of the information. If it were to become necessary and in the public interest to gather information to which the public normally does not have access, the matter should be referred to the relevant Head of News. As a matter of policy, the SABC does not use hidden cameras and microphones to gather news. In exceptional circumstances - such as illegal, antisocial or fraudulent activity, or clear and significant abuse of public trust, and where alternative means of newsgathering are impossible - the use of such equipment might be in the public interest. If so, the matter is to be referred to the relevant Head of News, and in all these cases there should be consultation with the Legal Department.

USE OF GUESTS, ANALYSTS AND SPECIALIST COMMENTATORS

The SABC's principle of providing the full spectrum of opinions, perspectives and comment also applies to selection and use of guests, analysts and specialist commentators. This requires editorial staff to choose, as participants, people who have a wide range of views, opinions and perspectives, and are drawn from all over the country. Such people should be required to declare any vested interest they may have in the matter to be discussed.

PAYING FOR INFORMATION

The Code of Conduct prohibits broadcasters from paying criminals for information, unless compelling societal interests indicate the contrary. As a matter of policy, the SABC does not pay people for information. In circumstances where compelling public interest and the right to know are involved, and access to information cannot be gained by other means, the matter is to be referred to the relevant Head of News for a decision. When payment has been made, this fact is to be reported in the broadcast.

PUBLIC OPINION SURVEYS

Polling and random sampling are methods used to discover facts, uncover attitudes and confirm hypotheses. However, to ensure the validity and reliability of the findings of such research, it has to be done according to proven scientific methods. Before broadcasting the results of non-SABC surveys, journalists should obtain information on the methods used and the main results of the survey; seek the opinion of experts in the field, and consult SABC Market Intelligence on the validity of the methods used and interpretation of the findings. The SABC may also conduct its own public opinion surveys, for which it takes full accountability. The Head of News Research approves any such survey, including the design, questionnaires and interpretation of the results, after consultation with the relevant Head of News. Statements gathered (live or pre-recorded) from people chosen at random - vox pops - are not scientific surveys. These should be presented solely to illustrate the range and texture of popular opinion on a topical issue. There should not be any suggestion - explicit or implicit - that the views broadcast in such a survey reflect wider public opinion.

PROTECTION OF SOURCES

The SABC firmly upholds the principle of journalistic freedom and sees the protection of a journalist's sources as a key element of this principle. At times, information that ought to be given to the public is available to journalists only through confidential sources. If the confidentiality of such sources of information were not respected, it would restrict the free flow of information in a free and democratic society. In the event of a source not wanting to be identified publicly, the SABC uses the information obtained only when the source is known to the journalist and has prima facie credibility; the journalist has checked the reliability of the source and obtained corroboratory evidence from other relevant sources; and the identity and bona fides of the confidential source have been disclosed to the relevant Executive Producer ahead of the broadcast. When protection of a source becomes a legal matter, the SABC does not advise its staff to refuse to obey an order of a court, but makes its legal counsel available for advice and to present legal argument in court to protect the source.

GENDER AND REPRESENTATION

Democratisation places an important responsibility on the SABC to include in our news services - consciously and with due prominence - the perspectives and opinions of women who are making a crucial contribution to the political, social and economic life of South Africa. This is one of the important criteria for ensuring that the full range of comment is offered, so that our audiences may have a comprehensive overview of issues in order to form their own opinions. News staff should therefore endeavour to ensure fair gender representation in news and information programming.

PRIVACY

Promoting the dignity of all South Africans is a cornerstone of our Constitution, and it is for this reason that the Bill of Rights is so central to it. Unlike the private commercial media, the SABC has a special duty to uphold the Bill of Rights and to respect the dignity and private lives of individuals. For this reason, we respect individuals' right to privacy, and as a matter of policy do not violate such privacy unless it is justifiable in the public interest. The Programming Policy expands on the SABC's approach to matters of privacy.

REPORTING ON SUFFERING AND DISTRESS

In terms of the SABC Editorial Code we are circumspect in the presentation of brutality, violence, atrocities and personal grief. When covering any accident, disaster or conflict the SABC always gives a full, accurate and factual account of relevant matters such as time, location and casualty figures. In doing so, we avoid causing needless distress or anxiety to those who already know of their loss. SABC editorial staff cover accidents and disasters with compassion and sensitivity that is frank and genuine.

The consequences of a tragic event or disaster call for considerable sensitivity on the part of the SABC. Reporting on these events should follow well established principles:

- As a rule, intrusive visuals of the dead should not be broadcast unless the story demands it

- Those injured or grieving should not be put under any pressure to give interviews.
- As far as reasonably possible, next of kin should not learn bad news from a radio or TV newscast.
- A funeral should be covered only with the permission of the family, and treated sensitively and without intrusion, unless public interest considerations are apparent.
- The time of day of transmission - before or after the watershed - and audience sensibilities should always be considered.
- When the content of a report or programme may upset sensitive viewers or children, a warning to that effect is to be given.

News bulletins should be prepared bearing in mind that children watch TV during the day and early evening, especially in school holidays. This could mean delaying graphic details and visuals of particularly disturbing events until the later bulletins, when it is reasonable to expect parents to be in a better position to monitor their children's viewing.

In its coverage of crime, the SABC avoids sensationalist reports that have no context or explanation. The SABC seeks to report not only on the event, but also the human consequences and the subsequent judicial process.

The guidelines are elaborated on further in the Programming Policy. Editorial staff should also consult the Legal Guidelines for Editorial Staff.

BROADCASTING EVENTS OF NATIONAL IMPORTANCE

The SABC gives full, or extended, live television and/or radio coverage of events of national importance. In scheduling these events, editorial staff should take into account that they inevitably result in schedule changes. Such events may include the Opening of Parliament, the budget speech, State occasions such as visits by foreign dignitaries and State funerals; major commemorative occasions, and the proceedings of national commissions of

inquiry. Other events that may warrant live coverage and involve scheduling and programming changes include major parliamentary debates, the opening of provincial legislatures, and significant conferences of the major political parties. Live coverage in this category requires approval of the relevant stations and channels, in consultation with top management. When an event of national importance is of a party political nature, editorial staff are to ensure that the SABC policies on objectivity, accuracy, fairness, impartiality and balance are adhered to. The Policy on Language Broadcasting outlines further requirements for broadcasting events of national importance.

ELECTION BROADCASTS

This news policy is applicable both during elections and outside of elections. Outside of elections, the SABC approaches its coverage of political parties as it does its coverage of all other newsmakers - we are guided by our commitment to objectivity, accuracy, fairness, impartiality and balance. As such this policy does not deal specifically with the coverage of political parties outside of an election period. Broadcasting during elections is a testing time for the SABC. This is because it is during elections in particular that our commitment to objectivity, accuracy, fairness, impartiality and balance is scrutinised closely and evaluated assiduously. Election broadcasts are regulated by the Independent Broadcasting Authority Act and ICASA's regulations. During an election period, the SABC is bound to comply with additional ICASA guidelines on equitable coverage of political parties, which are only applicable during an election period. Notwithstanding these additional requirements, news decisions during election periods have, as is the case between elections, to be driven by the news judgement of our news staff, and take account of the need to ensure that attention is given to thorough examination of the views, policies and campaigns of all the main political parties. This is also a trying time for our editorial staff, who may experience pressure from political parties seeking to influence our editorial decisions. While remaining courteous, staff should always refer complaints to the appropriate offices. News staff are required to study, understand and observe the statutory provisions on election broadcasts in the Independent Broadcasting Authority Act (see Sections 58, 59

and 60) and ICASA's regulations. These requirements include the limitations on party election broadcasts, the time to be made available to political parties, the duration and scheduling of party election broadcasts, and political advertising during election periods. News staff should also familiarize themselves with any internal guidelines developed for election coverage, including policies such as the Policy on Election Advertising. The SABC shall, in compliance with the Independent Broadcasting Authority Act, cease party election broadcasts 48 hours before the polling period begins.

RESTRICTIONS ON SPONSORSHIP OF NEWS, CURRENT AFFAIRS AND INFORMATION PROGRAMMES

The SABC's approach to the sponsorship of news, current affairs and information programmes takes into account our public and commercial services' programming responsibilities, applicable legal and regulatory requirements as stipulated from time to time by ICASA, and the overall performance and well-being of our stations and channels. Our overriding concern, shared by ICASA, is to preserve the editorial independence and integrity of the programmes concerned. Like ICASA, the SABC seeks to ensure that editorial control of programmes remains with the broadcaster. Accordingly, it is the responsibility of broadcasters to ensure that editorial independence and integrity are not influenced by the presence of advertising and sponsorship, and to demonstrate this to ICASA's satisfaction. Sponsorship of television news and current affairs has been prohibited by ICASA, and is therefore not allowed by the SABC. For radio, ICASA has allowed a window period for sponsorship of news, but has encouraged the industry to phase it out. In line with the fact that it is currently permitted by ICASA, the SABC's policy is to allow for the sponsorship of radio news and current affairs programmes. Weather forecasts and sports bulletins that form part of TV news bulletins may be sponsored. Any product placement within news and current affairs programmes is strictly forbidden.

REVIEW

This policy is reviewed by the SABC Board every five years

Appendix 3

About SOS: Support Public Broadcasting Coalition

SOS is a Civil Society Coalition engaged in a single-issue campaign. The Coalition is committed to, and campaigns for, public broadcasting in the public interest. While the SABC is its primary focus, the Coalition also looks at community media. The Coalition is made up of: a broad range of NGOs, CBOs, Trade Unions, Trade Union Federations, and individuals (academics, freedom of expression activists, policy and legal consultants, actors, script-writers, film-makers, producers, directors etc).

The Coalition's purpose is to lobby for the strengthening of public and community broadcasting in the public interest broadly, with the aim of ensuring excellent programming for South African audiences, particularly on the SABC.

The Coalition does this through:

- Lobbying for citizen friendly policy, regulatory and legislative changes in relation to public and community broadcasting
- Lobbying for appropriate public accountability and transparency from all institutions governing public and community broadcasting including: Parliament, the Independent Communications Authority of South Africa (ICASA), the Department and Ministry of Communications, the Media Development and Diversity Agency (MDDA) and the SABC and community broadcasters.
- Lobbying for quality public programming on the SABC and all community broadcasters.

The Coalition adopts a “constructively critical” approach i.e. it aims to build good working relations with all the institutions it works with but also maintains its independence to criticise. As part of its

lobbying tactics the Coalition writes submissions, commission's research, engages the media, organises public meetings and where appropriate pickets and protests.

In order to keep the members of the Coalition informed about its campaign work, developments in the public broadcasting and related sectors; and relevant debates and discussions taking place within the Coalition, SOS operates two separate list serves. Taken From: <http://www.supportpublicbroadcasting.co.za/about/>

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