

BROADCASTING FOR TOTAL CITIZEN EMPOWEREMENT

**The role of the media in shaping, sustaining and
changing norms around alcohol, gender and gender
based violence**

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SABC's STRATEGY

Vision: Broadcasting for Total Citizen Empowerment.

Mission:

- To be people centered.
- Content driven.
- Technologically enabled.
- Strategically focused.
- Sustainable public service broadcaster.
- International connectedness.

Organisational Values:

- Conversations and Partnerships.
- Restoration of Human Dignity.
- Building a Common Future.

SABC's mandate

- Educate
- Inform
- Entertain

The aim being to deliver South Africans from a hostile past that we all aren't proud of, but would like to see it where it belongs, *in the past!!!*

- South Africa is emerging from a long dark night where opportunities were denied, and most importantly, information was rationed, distorted and censored.
- With that era now behind us, access to information becomes critical to the survival and nurturing of a democratic culture.
- All institutions of society, particularly the SABC as a Public Broadcaster, have to be accountable to the general populace.
- Accountability requires access to credible and uncontaminated information

Preamble

- The business of a Public Broadcaster is not only to reflect its community but to shine a light on social issues... in search of common solutions.
- *Forum for change: HIV-AIDS, Alcohol and Gender based violence*
- SABC realises that these social issues need a Global Strategy as they are a Universal Problems...
- The SABC has developed a broad-based strategies that seeks to combat the problems of gender based violence, alcohol and substance abuse, including HIV-AIDS, by raising awareness, informing and educating the public through a multi-pronged strategy across all its platforms.
- Combining the power of story telling with training and development helps the broadcaster get this message across by involving audiences to tell their own stories in their own voices.

PREAMBLE

For the past few years, the SABC has embraced the following Special days:

- 16 Days of Activism Against Gender Violence concept which is an international campaign originating from the first Women's Global Leadership Institute in 1991.(25th Nov.-10 December)
- International Human Rights Day, in order to emphasize that violence is a violation of human rights.
- The World AIDS Day. (1st December)

VIOLENCE

The Campaigns of these Special Days have been used as an organising strategy by individuals and groups around the world to call for the elimination of all forms of by:

- Raising awareness about gender-based violence as a human rights issue at the local, national, regional and international levels.
- Strengthening local work around gender based violence.
- Establishing a clear link between local and international work to end gender based violence, especially against women and children.
- Providing a forum in which organizers can develop and share new and effective strategies.
- Demonstrating the solidarity of women around the world organizing against violence against women.
- Creating tools to pressure governments to implement promises made to eliminate violence against women and children

HIV-AIDS AND BEYOND

In its programming the SABC uses the

ABCDEF prevention strategies i.e. –

- **A**bstain,
- **B**e-faithful,
- **C**ondomise,
- **D**isease (STI) management,
- **E**ducation and
- **F**amily involvement

Current messages:

- Encourages testing (The “It starts with you” campaign)
- De-stigmatization
- Encouraging Healthy living styles.
- Mobilizing communities but especially engaging men and boys
- Living “positively”

Substance abuse - Alcohol

- Engage in awareness campaigns.
- Partnered with NGO's, CBO's and FBO's in opposing licensing of taverns in the vicinity of schools.
- Flighting strong PSA's (Public Service Announcements) against alcohol and substance abuse.
- Using all platforms (multi-media) to address issues related to alcohol use and substance abuse
- Commercially – Do not flight alcohol ads anytime.

POWER OF MASS MEDIA

REACH:

TV: 4 terrestrial channels – S1,S2,S3 & SABC Africa.

RADIO:

- National radio network comprises 18 radio stations.
- 15 - Dedicated specifically to public service broadcasting
- 11 of the 15 - Full spectrum stations, one in each of the official languages of South Africa,
- 1. A cultural service for the Indian community broadcasting in English, - Lotus FM.
- 1 regional community station broadcasting in isiXhosa and English - CKI-FM
- 1 Community station broadcasting in the !Xu and Khwe languages of the Khoisan people - Northern Cape.
- 3 PCS stations, viz. 5fm, Metro FM and Good Hope FM.

POWER OF MASS MEDIA

FINANCIAL SUSTAINABILITY:

1. Government funded
2. Commercially viable
3. TV licensing fees

GLAMOUR: TV and other new media platforms

1. Attractive – Looks, clothes, cars, benefits and fame etc.
2. Modern, fashionable, interactive,
3. “Cool” – OB’s, events, eg. Music festivals, bashes
4. Celebrities – Presenters, musicians, actors & all associates
5. Entertaining in all languages.
6. Attracts ALL, irrespective of age, colour, gender, creed, financial and literacy status.

POWER OF MASS MEDIA - RADIO

“The ONLY medium that goes beyond the bounds of electricity, money and literacy. It is SWIFT and PERSONAL. More than any other, it speaks to South Africans in their OWN languages.”

- In a country like ours, where the majority of population is illiterate, radio becomes the primary vehicle to inform, educate and entertain.
- RADIO is central to the dissemination of that information and education.
- RADIO is therefore, SIMPLE, ACCESSIBLE, FLEXIBLE and most importantly, IMMEDIATE.
- RADIO is CULTURE-SENSITIVE, as it speaks to a particular group in the different regions eg. (Lesedi- FM Basotho, Ukhozi-FM, The Zulu's etc).

Nelson Mandela quotation on languages

CONTENT

Corporate goals:

- ✓ Ensure that SABC promotes:
 - democracy
 - Non-racism
 - Nation building
 - Empowerment – through innovative programming, news and current affairs, in all languages, in order to inform, educate and entertain.

- ✓ Ensure the SABC produces:
 - Compelling
 - Professional
 - Authoritative news and current affairs and that other programming tells
 - The South African and African stories accurately,
 - Fairly
 - In a balanced way, in line with its Editorial policies and regulations by ICASA.

CONTENT

Corporate goals: (cont.)

- ✓ Ensure that SABC reflects:
 - the World , in particular, Africa, in line with its Editorial policies and corporate goals,
 - Plays a meaningful role in supporting the African Renaissance and NEPAD.

FOR CONTENT TO SUCCEED ON MASS MEDIA:

- Anybody who educates using radio must remember that he/she has to be HEARD and understood.
- For TV, good footage must tell the story.
- Good scripting and communication on Radio programming should be able to draw pictures in the minds of the audiences. (Theatre of the mind).
- Well-written radio scripts reflect the patterns and rhythms of the way people in South Africa actually speak.
- In whatever language we broadcast, we should be trying to write and speak it well.
- Mass media (TV & RADIO) language should be simple and direct, and conversational.
- Radio and TV programmes should be culture-sensitive.
- Educational content should **SHIFT MINDSTS AND CHANGE BEHAVIOR.**

THE KEY SUCCESSFUL WRITING FOR RADIO IS TO REMEMBER ALWAYS THAT ONE WRITES FOR THE MOUTH AND THE EAR, FOR TELEVISION ALWAYS THINK OF WHAT THE EYE WILL SEE!!!!!!

Programme Content on SABC Platforms

SABC – National Broadcaster:

1. Supports and drives the national governments strategies and policies, which include among others:
HIV-AIDS, Substance abuse and Gender based violence etc.
2. Society is “tired” of HIV-AIDS intervention strategies like A,B,C, - deaths, sufferings, poverty, the gloom and miseries of this pandemic, in print or electronic media.
Societies are tired of “preachings ” about alcohol and substance abuse. They no more want to be “told” about miserable stories of abuse against women and children. All these things are depressing!!!! They need to be entertained, because they will “die” anyway.
3. Viewers and listeners like entertainment on mass media.
4. Mass media on the other hand has a responsibility:

“to be accountable to the general populace”.

Programme Content on SABC Platforms

SABC Content strategy:

Corporation still Bound by mandate... ICASA regulation and corporate goals.

Content provided in interesting formats:

- *Soapies and drama:* eg. Generations, Muvhango, 7de Laan, Isidingo and Tsha Tsha. (Real life situations).
- *Interactive Talk-shows and debates:* Asikhulume-Let's talk, Big Question, SHIFT and Take 5.
- **"Heartlines"** OB's, Radio & TV listening/viewing groups – Debate issues.

Content delivery:

- Women tell women stories.
- Children tell children's stories.
- Stories are told from an African perspective.
- Messages are clear and outcomes based.
- Result – Culture change and behavior – hopefully to lead to improved quality of life.

Programme Content on SABC Platforms

SABC and Media Literacy

1. Advocates for media literacy – internally and externally.
2. Adheres to the BCCSA regulations.
3. De-normalizes bad and irresponsible behavior and de-glamorizes alcohol intake.
4. In story telling, African values must be upheld.
5. Africans to tell **Africa** stories – No “**Europeans**” telling our stories.
6. Portrayal of Africa important to us. Africa **NOT** about wars, HIV-AIDS, poverty, “animals” and malaria **only**.
7. Alcohol – No adverts in children and youth programmes.
8. No children’s programming after 20H30 on all SABC Platforms.
9. Editorial policies respected – WARNINGS of V,S,L,N and PG flashed at bottom of screens if programming or film shows such.
10. News footage – DO NOT “show it as is” if SENSITIVE eg, killing of people – beheading of hostages. If it “has to be shown” viewers warned beforehand.
11. Advisory panels are used for content development.
12. Monitoring and evaluation of performance implemented.

CONCLUSION - POWER OF MASS MEDIA

INFLUENCE ON SOCIETY:

1. Most powerful intervention tool of communication.
2. It makes or breaks people.
3. People tend to “believe” everything in the mass media.
4. It changes behavior and lifestyle easily.
5. It’s glamorous and “cool”
6. Viewers model celebrity behavior - good or bad.
7. If it communicates the right messages, in an entertaining way, people tend to comply.
8. Viewers and listeners make “appointment” viewings and listening.

CONCLUSION - POWER OF MASS MEDIA

INFLUENCE OF MASS MEDIA –EXAMPLES:

CELEBRITIES:

1. John Cena – American Wrestler – “Can’t see me now!”
2. Jabu Sithole- Weatherman....”Okumhlopheeeee!!!!!!!!!!”
3. Noxolo Grootboom.....”Ndin’ thanda nonke emakhaya”
4. Bonginkosi “Zola”.....”Hola 7”

ADVERTS:

1. Vaseline - ”glass of water”
2. Kellogg’s Cornflakes – children & learners
3. Cell-C – ‘Can you believe it?’”

STINGS & SONGS:

1. SABC 1 New stings: “Mzantsi for sure!!!!!!”
2. Mafikizolo – “ Uzung’thole ngihleli emlanjeni”
3. Mandoza – Nkalakatha – “ Imitating him - touch his **ISLAND**”
4. Sika-lekhekhe.....song and dance.(Authur Mafokate)

CONCLUSION - POWER OF MASS MEDIA

OUTCOMES:

1. Easy and entertaining learning
2. Credible – Was it said on radio?
3. “Cool” to be associated with - glamorous
4. Shifting minds
5. Behavioral changes
6. Long lasting effects – bad or good.
7. Should be used for the better
8. **POWERFUL!!!!!!!!!!!!POWERFUL!!!!!!!!!!!!**

CONCLUSION



CONCLUSION

**In the villages of our land,
it's either
RADIO or RUMOUR**

VUKA SIZWE!