Independent Communications Authority of South Africa

2011 MUNICIPAL ELECTIONS
BROADCAST MONITORING REPORT

NOVEMBER 2011

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Part Time Election Monitoring Officers:

- Cheryl Maginxa
- Joshua Motsieloa
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- Maston Phiri
- Meshack Thathane
- Michelle Saunders
- Mikateko Mkhatshwa
- Morapedi Pilane
- Mpho Maphalle
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- Neo Phokungwane
- Nomfundo Sogiba
- Phumeza Haya
- Pretty Ntuli
- Richard Moropa
- Simangazo Sithole
- Singo Ndivhuwo
- Stanley Zulu
- Tshepo Mofokeng
- Zandile Gabela

Indigio Financial Consultants:

- Hanna Neuhaus – Operations and IT
- Doron Neuhaus – Project Manager and Data Analyst

Couriers:

- Katlego Global Logistics

Independent Electoral Commission- (IEC)

1. INTRODUCTION

The Independent Communications Authority of South Africa ("the Authority") is empowered in terms of Sections 56, 57, 58 and 59 of the Electronic Communications Act ("EC Act") to regulate and monitor Political Advertisements (PAs) and Party Election Broadcasts (PEBs), as well as to ensure equitable treatment of all political parties and views by broadcasting service licensees during the election period. For the purposes of this report, the monitored period runs from 10 March 2011 to 15 May 2011.

In monitoring broadcasting licensees' coverage of the Elections, the Authority has to comply with the provisions of Section 2 of the EC Act which states that the primary purpose of the EC Act is to provide for the regulation of electronic communications within the Republic in the public interest and for that purpose to, *inter alia:*

- ☐ Ensure that broadcasting services, viewed collectively, promote the provision and development of a diverse range of sound and television broadcasting services on a national, regional and local level, that cater for all language and cultural groups and provide entertainment, education and information; and
- ☐ Ensure that broadcasting services, viewed collectively, provide for regular news services; actuality programmes on matters of public interest; programmes on political issues of public interest; and programmes on matters of international, national, regional and local significance.

The significance of Sections 2, 56, 57, 58 and 59 of the EC Act is that they bestow an obligation on the Authority to ensure that the broadcasting of programmes by public, commercial and community broadcasting services on political matters is of public interest. The Authority therefore has an obligation to ensure that the public is empowered through the provision of sufficient information that will assist them in making informed decisions about who they want to vote for. The broadcasting sound and television Licensees are obliged to comply with the Act and regulations, in order to provide a full, impartial, and fair coverage of the Elections.

This report is therefore aimed at providing an overview of the performance of broadcasting service licensees, who expressed an interest to broadcast PAs and PEBs as well as to determine whether they have complied with the EC Act and regulations during their coverage of the 2011 Municipal Elections.

2.   BACKGROUND

A Committee of Council, an Elections Committee ("the Committee") was established in terms of Section 17 of the ICASA Act of 2000 (as amended) to deal with the monitoring of broadcasting licensees' coverage of the 2011 Municipal elections. The Committee had representatives from Council, the Markets and Competition Division, Licensing and Compliance Division, the Legal and CCC Division and Consumer Division.

The Authority promulgated regulations ("the regulations") governing the broadcast of PEBs and PAs by sound broadcasting licensees during the 2011 Municipal Elections. The regulations were promulgated under section 4 of the EC Act, on 10 March 2011 (Gazette No. 34086).

In 2011, 121 parties registered and submitted candidates for election. Furthermore several independent candidates stood in their own wards. A list of these parties and other organisations that were used for monitoring purposes is contained in Appendix B.

3.   POLITICAL LANDSCAPE

On 03 March 2011 the Deputy President of South Africa, Kgalema Motlanthe announced the date of the Municipal Elections of 2011 to be 18 May. The date of the elections was later proclaimed by the acting Minister of Co-operative Governance and Traditional Affairs, Nathi Mthethwa, as 18 May 2011. The announcement and the proclamation kicked off a number of processes leading up to the actual Election Day.

There were several major issues that seemed to dominate the headlines leading up to the election itself. These were specifically raised by the opposition parties and interested organisations and covered the following:

•   Infrastructure and service delivery: particularly roads (potholes), electricity, sanitation, water quality and supply.
•   Municipality Officials: particularly incompetence, lack of accountability, inexperience, inaccessibility and vacancies.
•   Financial/Administrative: including fraud and corruption, high municipal and utility rates and taxes, tariffs, poor financial controls, licensing and red tape.
•   Lack of development plans, unemployment levels and its consequences, public safety and poor regulation of informal trading.
•   Waste removal and dirty environmental ambience.

4.   THE PROJECT PROCESS

The Authority conducted workshops with broadcasting Licensees from 22 March 2011 to 01 April 2011 in all provinces. The monitoring of broadcasters' coverage of the 2011 Municipal elections commenced on 10 March 2011 and ceased on 15 May 2011. A total of eighty three (83) broadcasting licensees were monitored: Fifty (50) community sound broadcasting licensees, 18 public sound broadcasting services, twelve (12) commercial sound broadcasting licensees, and three (3) SABC television broadcasting services. Recordings were couriered from all nine provinces and delivered to the Authority's headquarters for monitoring.

Further, the Authority appointed Indigio Financial Consultants ("IFC") to develop the software that would be utilised to collect and analyse data monitored by the monitoring team during the monitoring process. IFC conducted several training workshops with the monitoring team to describe the process that would be used throughout the monitoring period. This included the use of various master data sheets, monitoring sheets and the software application developed. In addition to providing the training, IFC also placed a resource at the disposal of ICASA. This resource was tasked with being on site every day to back up the various application databases as well as to provide technical and business support to the ICASA personnel, both permanent and temporary, throughout the monitoring period.

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4.1. METHODOLOGY

4.1.1. DESIGN METHODOLOGY

Indigio Financial Consultants ("IFC") was contracted by the Authority to develop the software and to perform on-going data analysis and audit functions to ensure the integrity and safety of all information monitored and captured during the election monitoring process.

The overall design methodology was based on ensuring that maximum simplicity could be maintained during the monitoring process. This approach together with a limited technology budget meant that a paper based monitoring process was implemented and the data subsequently captured into a database application.

IFC designed a capture sheet that was issued to each monitoring officer at the same time as they received a recording to monitor the content of the elections coverage. Each capture sheet was

uniquely numbered so that it could be retained and used for audit purposes. An Excel based programme was developed to manage the distribution of capture sheets and recordings.

The capture methodology was simplified to utilise a master coding system that assigned numeric codes to capture items. This was done to ensure consistency of information once it was captured. The coding system negated the use of spell checkers in the database software and has subsequently ensured that the data is consistent and auditable. An example of the capture sheet is shown below as figure A.

Figure A – Capture Sheet Example

4.1.2. CAPTURE PROCESS

Each monitoring officer listened to or watched the specific broadcast related to the 2011 Municipal elections and captured the required detail. For every item identified the following data was captured:

Programme name, where applicable

Broadcast Time;

Broadcast Type – PEB, PA, Current Affairs, News or PSA;

Language – the form allowed for up to 4 languages per item should that be required;

Duration of item;

Primary Topic – the primary topic of the specific item being monitored;

Secondary Topic – if the item or persons in the item covered other issues outside of the primary topic;

Relevance Flag – this would be marked if the secondary topic was discussed for a period longer than 30 seconds; and

Political Parties – this refers to the political parties involved in the specific item being monitored. The item line allowed for up to 10 different political parties or specifically identified political or non-political parties who may have had a significant impact on the 2011 Municipal Election.

In addition, each capture sheet contained "Master" information valid for each recording. The master information for each sheet consisted of the following:

☐   Monitor sheet number – a unique ascending number allocated to each sheet for control and audit purposes;

☐   Monitor Name;

☐   Broadcaster – the name of the broadcaster for the specific tape/CD being monitored; and

☐   Date of Broadcast.

Once the monitoring officer had captured the required data the full recording was returned to the dispatchers and the capture sheet was handed to the data capturers. The data capturers then entered the relevant information into the database application.

4.1.3. APPLICATION ARCHITECTURE

IFC chose a Microsoft platform for the database application due to its ease of programming, installation and training. The application was installed on two separate desktops where the data

was captured. Each desktop ran an application with no interchange or network link to the other. During the course of the monitoring process, a single desktop controlled the printing of the monitor capture sheets as well as the transfer of recording data to the server. The overall system's architecture and application process is shown in figure B below.
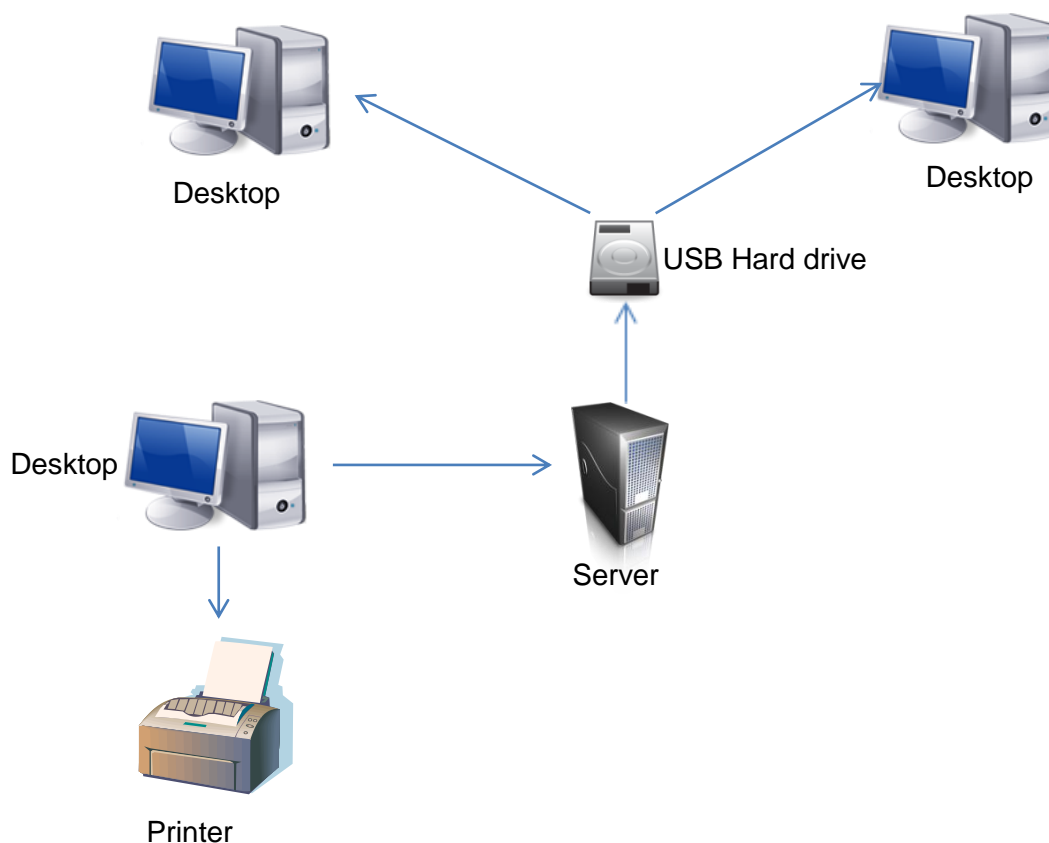
Figure B – Monitoring Application Architecture

IFC collected a full backup of each database from each desktop daily for the duration of the monitoring process. This data was then loaded on to the IFC server and merged, via several subroutines into a single database. Each dataset was uniquely tagged with a machine ID to ensure that, at all times during the project, the original source data could be identified and traced.

4.1.4. CONTENT MONITORED BY THE AUTHORITY

Below is a list of the programme content that was monitored on sound broadcasting service licensees and television channels during the election period:

- Political adverts (PAs)
- Party Election Broadcasts (PEBs)
- Public Service Announcements (PSAs)
- News Bulletins
- Current Affairs

5. FINDINGS ON BROADCAST OF PARTY ELECTION BROADCASTS, POLITICAL ADVERTISEMENTS, CURRENT AFFAIRS, NEWS AND PUBLIC SERVICE ANNOUNCEMENTS

The Authority monitored a total of twenty four thousand seven hundred and ninety (24 790) items. Of the items monitored six (6) parties received the most coverage during the election period as reflected in the graph below:
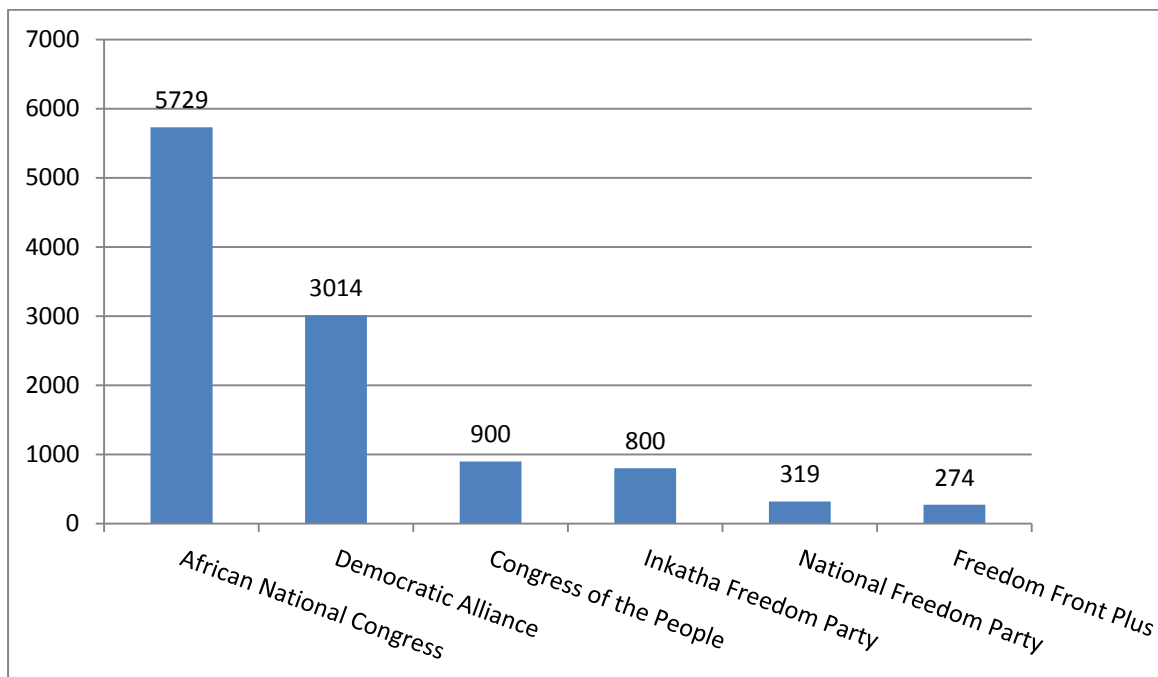
As illustrated above the ANC received the highest coverage during the election period topping the list at 5,729 items. The DA followed with 3,014 items. COPE with 900 items, the IFP with 800 items, the National Freedom Party with 319 items and the Freedom Front plus with 274 items.

Put differently, the ANC received the highest coverage with the DA following behind with over a half of the former's coverage. COPE came third with almost a quarter of the DA's coverage and roughly a seventh of the ANC's coverage.

As a percentage of the total this is broken down in the following manner:

- ANC   23.11%
- DA   12.15%
- Cope   3.63%
- IFP   3.22%
- National Freedom Party   1.28%
- FF+   1.10%

All other parties gained less than 1% of the total number (24,790) of items monitored.

For monitoring purposes, it is crucial during the election period to distinguish between the activities of government officials executing government functions and those same persons conducting election campaign activities for their political parties. It has been noted and highlighted in recent years that government officials carry out a number of newsworthy actions in their administrative or legislative capacities during the course of the election period, whilst also appearing at campaign rallies and giving campaign speeches at meetings of civic organisations and on other occasions during the campaign period.

This is a matter about which the Authority will continue to apply its mind through a consultative process with a view to avoid the possibility of conflict of interest or an appearance of elections tinted with elements of unfairness.

The items pertaining to these broadcasts are shown under *"Government"* in the graph below which depicts the top seven (7) interested parties, non-political parties, organizations as well as individuals that were active during this election period:

Non political organisations
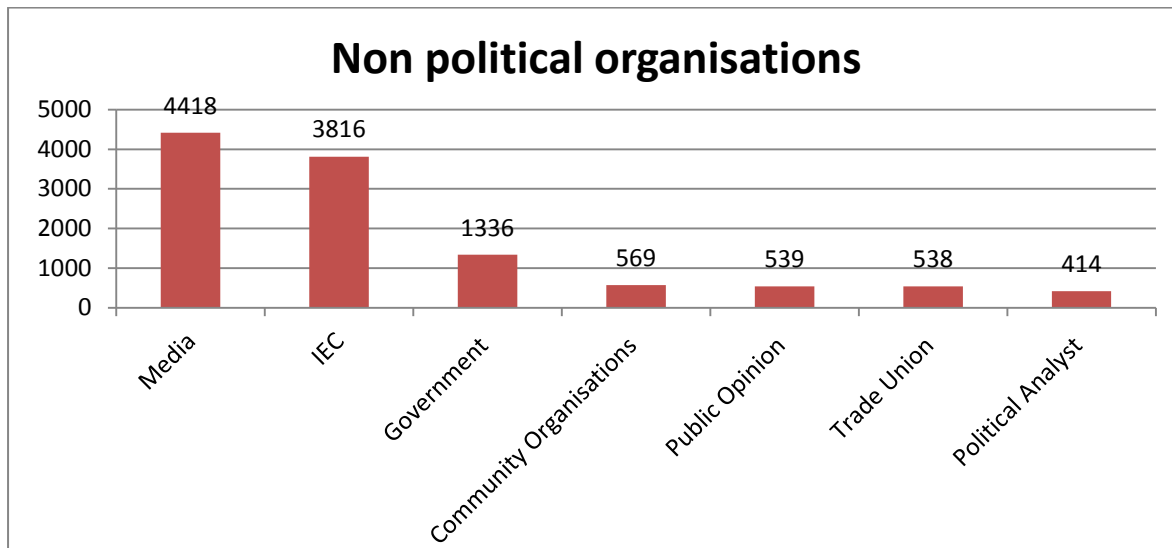
As a percentage of the total items monitored, non-political parties, organisations and individuals constituted more than 40%. The overwhelming dominance of two non-political organisations, namely the media (4418 items) and the IEC (3816 items) is quite striking. This perhaps indicates a preoccupation on the part of the two organisations in ensuring that the electorate was not only well informed but that people understood the value of their voting power. Whilst government received coverage of 1336 items during this period, it is interesting that civil society organisations and individuals received relatively limited coverage, i.e. community organisations (569), public opinion (539), trade unions (538), and political analysts (414).

5.1. TOTAL NUMBER OF PEBS MONITORED

The Authority allocated PEB slots to all contesting parties at national and provincial levels based on the formula attached as Appendix A of this report. The table below shows the number and duration of PEBs monitored per party during the election broadcast period:

Party	Number	Time in hh:mm:ss
DEMOCRATIC ALLIANCE – DA	44	1:11:25
INKATHA FREEDOM PARTY - IFP	38	1:15:40
AL JAMA-AH	5	0:4:0
PAN AFRICANIST CONGRESS OF AZANIA	4	0:5:5
AFRICAN CHRISTIAN DEMOCRATIC PARTY	3	0:1:30
UNITED RESIDENT'S FRONT	3	0:5:25
MINORITY FRONT	3	0:1:30
PAN AFRICANIST MOVEMENT	2	0:2:59
UDM	1	0:0:28

The table above shows the total number of 103 PEBs monitored and identified during the election broadcast period. All parties contesting the Municipal Elections across radio and television stations were allocated a basic slot. This is unprecedented. Additional slots were allocated as per the formula contained in the Regulations. However, some political parties contesting the municipal elections failed to take full advantage of the free slots allocated to them. The DA used virtually all of its slots (44), followed immediately by the IFP with 38 slots. The Aljama-ah used 5 slots, the PAC 4 slots and the ACDP, the URF and the Minority Front 3 slots each, whilst PAM trailed behind with 2 slots and the UDM with 1 slot. Many parties contesting the municipal elections did not utilise any of their PEB slots while other parties' PEBs were rejected by the respective service licensees for failure to comply with the Regulations.

5.2. NUMBER OF PAS MONITORED

A total of 999 PAs were monitored. The table below shows the top five political parties, the number of their PAs and their respective duration.

Party	Number	Time in hh:mm:ss
AFRICAN NATIONAL CONGRESS – ANC	456	5:22:1
DEMOCRATIC ALLIANCE- DA	420	7:28:22
FREEDOM FRONT PLUS - FF+	68	1:27:29
MINORITY FRONT	35	0:21:12
INKATHA FREEDOM PARTY – IFP	4	0:4:21

As reflected in this table, the ANC had the highest number of PAs (456) compared to other parties followed closely behind by the DA with 420 PAs. The FF+ came a remote third with 68 PAs, and followed by the Minority Front in the fourth position with 35 PAs, and fifth the IFP with 4 PAs. Whereas the ANC had the highest number of PAs, it is interesting that the DA had more airtime for its PAs (7:28:22 for the DA, as opposed to 5:22:1 for the ANC). This variance is attributed to the length of the PAs per political party, such that the DA had on average longer PAs than the other parties reflected above.

5.3. NUMBER OF CURRENT AFFAIRS ITEMS MONITORED

A total of 5247 current affairs items were monitored. The table below shows the current affairs items per party and/or organisation and their respective duration.

Party	Number	Time in hh:mm:ss
AFRICAN NATIONAL CONGRESS - ANC	1212	129:16:31
DEMOCRATIC ALLIANCE – DA	637	89:3:39
MEDIA	462	34:39:54
IEC	380	37:41:32
PUBLIC OPINION	361	37:59:38
GOVERNMENT	274	34:31:11
CONGRESS OF THE PEOPLE – COPE	262	44:29:50
INKATHA FREEDOM PARTY – IFP	226	30:12:9
POLITICAL ANALYST	201	33:0:47
TRADE UNION	121	13:57:48
PAN AFRICANIST CONGRESS OF AZANIA	109	20:30:50
COMMUNITY ORGANISATIONS	107	13:31:18
NATIONAL FREEDOM PARTY	100	18:10:3
AFRICAN CHRISTIAN DEMOCRATIC PARTY	98	18:59:23
OTHER PARTIES	66	8:21:53
FREEDOM FRONT PLUS - FF+	64	10:20:57
UDM	53	10:35:57
SOLIDARITY PARTY	51	0:24:20
INDEPENDENT CANDIDATE	46	7:41:57
AFRICAN PEOPLE'S CONVENTION	41	15:33:59
AZANIAN PEOPLE'S ORGANISATION	39	9:31:23
SOUTH AFRICAN COMMUNIST PARTY - SACP	36	4:18:15
INDEPENDENT DEMOCRATS – ID	23	4:19:15
UNITED CHRISTIAN DEMOCRATIC PARTY	22	2:42:55
AFRICA MUSLIM PARTY	17	0:36:4
MINORITY FRONT	17	2:6:57
AL JAMA-AH	14	1:24:9
INTERNATIONAL ORGANISATIONS	14	0:45:5
DIKWANKWETLA PARTY OF SOUTH AFRICA	13	3:52:17
CONTRALESA	13	1:47:26
BLACK CONSCIOUSNESS PARTY	12	4:59:29
DAGGA PARTY	12	1:19:50
MPUMALANGA PARTY	12	0:49:14
CAPE MUSLIM CONGRESS	11	2:58:31
CHRISTIAN DEMOCRATIC PARTY	10	2:10:56
COMMUNITY COALITION	10	1:50:26
INDEPENDENT RATEPAYERS ASSOCIATION OF SA	8	0:39:44

UNIVERSAL PARTY	8	1:39:24
AFRICAN COMMUNITY MOVEMENT	5	0:35:30
BUSHBUCKRIDGE RESIDENT'S ASSOCIATION	5	0:7:3
NATIONAL PARTY SOUTH AFRICA	5	1:9:6
PAN AFRICANIST MOVEMENT	5	1:0:27
CELEBRITY	5	0:44:8
LEBALENG COMMUNIST PARTY	4	0:17:24
MOVEMENT DEMOCRATIC PARTY	4	1:28:38
UNITED MAJORITY FRONT	4	0:34:31
AFRICAN DEMOCRATIC CHANGE	3	1:5:15
AFRICAN INDEPENDENT CONGRESS	3	1:6:57
AZANIAN NATIVE SOCIALIST CONGRESS	2	0:46:34
CAPE PARTY/ KAAPSE PARTY	2	0:1:46
DEMOCRATIC ASSOCIATION OF WITZENBERG INDEPENDENCE	2	0:4:18
INDEPENDENT CONGRESS	2	0:12:2
INDEPENDENT RESIDENTS ASSOCIATION	2	0:8:56
LIBERAL DEMOCRATIC PARTY	2	0:2:13
SIMUNYE IN CHRIST ORGANISATION	2	0:16:36
SINDAWONYE PROGRESSIVE PARTY	2	0:18:25
SOCIALIST CIVIC MOVEMENT	2	0:7:0
SOUTH AFRICAN DEMOCRATIC CONGRESS	2	0:4:30
UNITED INDEPENDENT FRONT	2	1:1:26
XIMOKO PARTY	2	1:2:55
ABOLITION OF INCOME TAX AND USURY PARTY	1	0:59:0
AFRICAN BOND OF UNITY	1	0:59:59
BETER BLOEMHOF PARTY	1	0:3:6
BREEDEVALLEI ONAFHANKLIK	1	0:0:45
CHRISTIAN FRONT	1	0:2:39
CIVIC ALLIANCE OF SOUTH AFRICA	1	0:3:38
DEMOCRATS FOR CHANGE	1	0:59:0
DISPLACEES RATE-PAYERS ASSOCIATION	1	0:4:2
IKUSASA LESIZWE INDEPENDENT MOVEMENT	1	0:12:41
INDEPENDENT CIVIC ORGANISATION OF SOUTH AFRICA	1	0:3:6
KOUGA 2000	1	0:2:37
NATIONAL ALLIANCE FOR DEMOCRATS	1	0:59:59
NATIONAL DEMOCRATIC CONVENTION	1	0:4:5
PEOPLE'S DEMOCRATIC MOVEMENT	1	0:2:19
PEOPLE'S PROGRESSIVE PARTY	1	0:5:55
SOCIALIST GREEN COALITION	1	0:0:20
UNITED RESIDENT'S FRONT	1	0:7:16
UNIVERSAL CIVICS OF SOUTH AFRICA	1	0:59:59

The table above suggests that while extensive coverage in current affairs programmes was dedicated to election issues, not all political parties were covered.

5.4. NEWS MONITORED

A total of 12280 news items were monitored. The table below shows the news items per party/and or organisation and respective duration.

Party	Number	Time in hh:mm:ss
AFRICAN NATIONAL CONGRESS – ANC	4061	81:22:22
DEMOCRATIC ALLIANCE – DA	1913	36:26:19
IEC	1100	23:19:29
GOVERNMENT	767	16:21:47
CONGRESS OF THE PEOPLE – COPE	637	13:23:27
INKATHA FREEDOM PARTY – IFP	532	13:14:17
MEDIA	464	8:7:28
COMMUNITY ORGANISATIONS	419	8:17:15
TRADE UNION	414	8:20:36
OTHER PARTY	275	4:37:21
NATIONAL FREEDOM PARTY	219	6:26:39
POLITICAL ANALYST	213	5:9:16
PUBLIC OPINION	167	3:41:39
FREEDOM FRONT PLUS - FF+	141	4:8:7
AFRICAN CHRISTIAN DEMOCRATIC PARTY	115	2:7:26
SOUTH AFRICAN COMMUNIST PARTY – SACP	108	3:14:15
PAN AFRICANIST CONGRESS OF AZANIA	82	2:8:14
INDEPENDENT CANDIDATE	76	1:39:57
UDM	75	2:11:35
INDEPENDENT DEMOCRATS – ID	71	1:36:3
MPUMULANGA PARTY	49	0:55:8
AFRICAN PEOPLE'S CONVENTION	45	0:50:9
AZANIAN PEOPLE'S ORGANISATION	39	1:27:10
CONTRALESA	35	0:37:56
INTERNATIONAL ORGANISATIONS	35	0:36:20
MINORITY FRONT	29	0:26:41
CHRISTIAN DEMOCRATIC PARTY	23	0:21:44
UNITED CHRISTIAN DEMOCRATIC PARTY	17	0:59:32
MOVEMENT DEMOCRATIC PARTY	10	0:11:36
SOLIDARITY PARTY	10	0:17:24
NATIONAL PARTY SOUTH AFRICA	9	0:6:53
PAN AFRICANIST MOVEMENT	8	0:8:44
SOCIALIST CIVIC MOVEMENT	8	0:5:16

CAPE PARTY/ KAAPSE PARTY	7	0:9:6
DEMOCRATIC ASSOCIATION OF WIT?? INDEPENDENTS	7	0:12:53
SOUTH AFRICAN MAINTENANCE AND BENEFICIARIES MOVEMENT	7	0:8:4
AL JAMA-AH	6	0:5:5
DAGGA PARTY	6	0:5:12
CELEBRITY	6	0:5:0
COMMUNITY COALITION	5	0:3:41
AFRICA MUSLIM PARTY	4	0:12:21
AFRICAN INDEPENDENT CONGRESS	4	0:3:49
DISPLACEES RATE-PAYERS ASSOCIATION	4	0:6:53
INDEPENDENT RESIDENTS ASSOCIATION	4	0:4:35
SOUTH AFRICAN DEMOCRATIC CONGRESS	4	0:2:48
BREEDEVALLEI ONAFHANKLIK	3	0:8:8
MODERATE INDEPENDENT PARTY	3	0:2:21
XIMOKO PARTY	3	0:4:27
ABOLITION OF INCOME TAX AND USURY PARTY	2	0:1:16
AFRICAN BOND OF UNITY	2	0:1:48
AFRICAN COMMUNITY MOVEMENT	2	0:1:28
AFRICAN DEMOCRATIC CHANGE	2	0:1:52
BLACK CONSCIOUSNESS PARTY	2	0:1:21
CAPE MUSLIM CONGRESS	2	0:1:16
CHRISTIAN FRONT	2	0:2:2
LEBALENG COMMUNIST PARTY	2	0:0:57
TRULY ALLIANCE	2	0:5:20
UNIVERSAL PARTY	2	0:5:51
ADELAIDE RESIDENTS ASSOCIATION	1	0:0:40
AFRICAN CHRISTIAN ALLIANCE-AFRIKANER CHRISTEN ALLIANSIE	1	0:0:32
ALLIANCE 2000+	1	0:1:15
ALLIANCE FOR DEMOCRACY AND PROSPERITY	1	0:2:10
ALLIANCE OF FREE DEMOCRATS	1	0:0:39
AZANIAN NATIVE SOCIALIST CONGRESS	1	0:0:34
BLACK ECONOMIC EMPOWERMENT PARTY	1	0:0:50
BUSHBUCKRIDGE RESIDENT'S ASSOCIATION	1	0:0:19
CATHCART RESIDENTS ASSOCIATION	1	0:4:29
CIVIC ALLIANCE OF SOUTH AFRICA	1	0:1:7
DEMOCRATS FOR CHANGE	1	0:0:45
DIKWANKWETLA PARTY OF SOUTH AFRICA	1	0:2:45
IKUSASA LESIZWE INDEPENDENT MOVEMENT	1	0:0:45
INDEPENDENT CIVIC ORGANISATION OF SOUTH AFRICA	1	0:1:10
INDEPENDENT RATEPAYERS ASSOCIATION OF SA	1	0:0:38
KOUGA 2000	1	0:0:50
MAKANA INDEPENDENT NEW DEAL	1	0:1:0

NATIONAL INDEPENDENT CIVIC ORGANISATION	1	0:2:24
OWETHU RESIDENTS ORGANISATION	1	0:4:36
UNITED INDEPENDENT FRONT	1	0:2:5
UNITED RESIDENT'S FRONT	1	0:2:45

As with the preceding Current Affairs programmes table, the foregoing table indicates that a wide variety of political parties received coverage during the election period- this is unprecedented. Parties such as ANC, DA, COPE, IFP and NFP took a lion's share of coverage.

5.5. PUBLIC SERVICE ANNOUNCEMENTS MONITORED

A total of 6251 PSAs were monitored. The table below shows the organisations, number of PSAs and their respective duration.

Party	Number	Time in hh:mm:ss
MEDIA	3499	25:01:16
IEC	2329	23:25:13
GOVERNMENT	295	3:44:49
OTHER ORGANISATIONS	57	1:03:26
COMMUNITY ORGANISATIONS	43	0:45:06
CONTRALESA	21	0:15:33

The above table illustrates the total PSAs monitored and indicates that there was significant coverage of media PSAs at 3499 items followed by IEC at 2329 items, government at 295 items whilst other organisations, community organisations and Contralesa received coverage of less than 100 items each.

5.6. STATISTICAL REPORTS

The following graph shows the number of items monitored across all broadcasters by broadcast date. This shows an expected spike in political content in the 2 weeks prior to the election date.
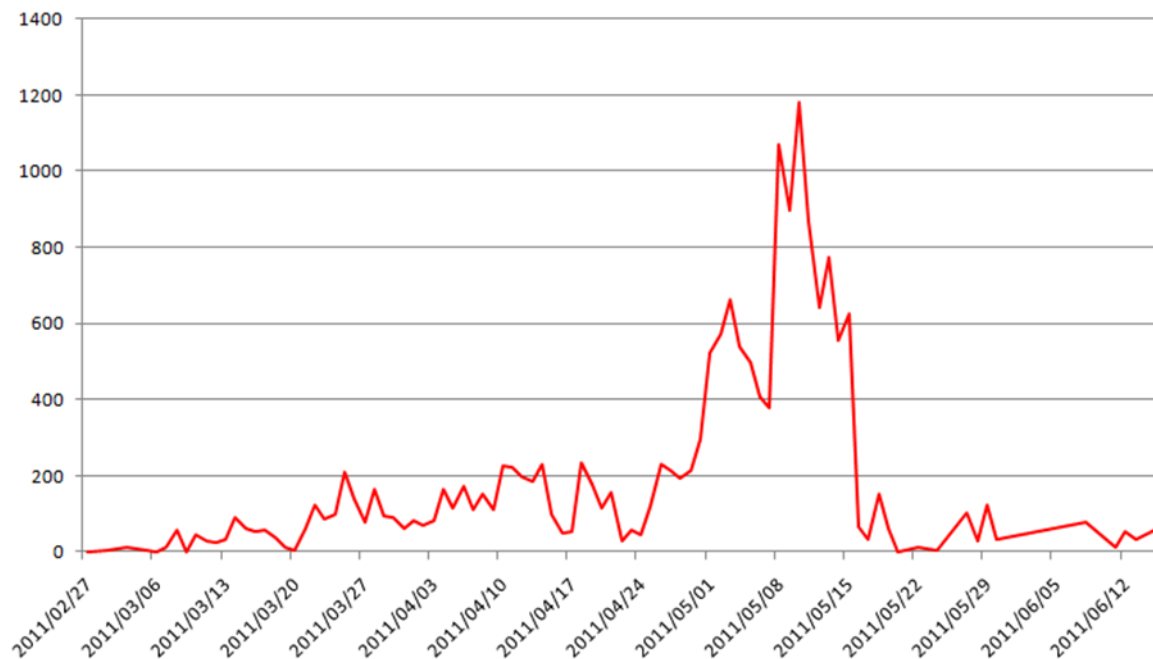
The graph above illustrates that the number of items with political content was fairly insignificant between 27 February and 20 March. Between 20 March and 24 April there were some minor spurts in political content coverage which sometimes reached a high of 200 items while occasionally falling roughly below 10 items. The period between 24 April and 15 May witnessed a spike in political content coverage which reached a high of just below 1200 items around 8 May. The period from around 18 May to 12 June saw a precipitous decline in political content coverage.

5.7. GROSS LANGUAGE DISTRIBUTION

Language coverage provides an interesting insight into the broadcast medium. Despite many of the items being monitored on stations where English is not the principal language of broadcast, most of the political content was broadcast in English. The following graph shows the overwhelming choice of English as the language of communication for most parties.

Languages

Legend:
- English — 8441
- IsiZulu — 1687
- IsiXhosa — 776
- Setswana — 1526
- Sesotho — 439
- Afrikaans — 971
- Tshivenda — 763
- Sepedi — 1023
- IsiNdebele — 1392
- Siswati — 1255
- Xitsonga — 332
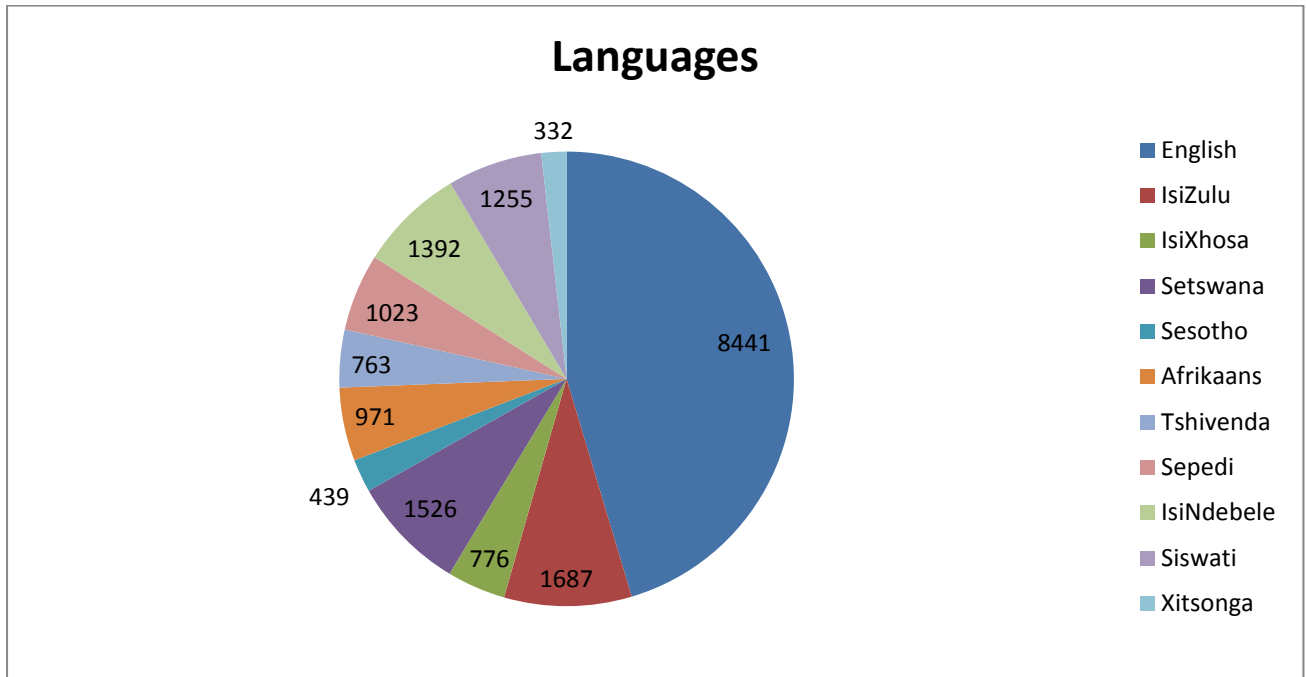
5.8. NON-COMPLIANCE WITH REGULATIONS PERTAINING TO PEBS AND PAS

5.8.1. PARTY ELECTION BROADCASTS

Regulation 4(17) of the Regulations states that;

"PEB air-time not used by a party shall be forfeited by the party concerned" then such air time must not be allocated to another party but must be used by the broadcaster concerned for the purpose of broadcasting its normal programming or material.

Regulation 4(19) states that:

"In the event that a party elects to forfeit its allocated PEB airtime, then such a time must not be allocated to another party but must be used by the broadcaster concerned for the purpose of broadcasting its normal programming or material".

No instances of non- compliance with the above Regulations were detected.

5.8.2. POLITICAL ADVERTISEMENTS

There was a contravention of the regulations governing the broadcasting of Political Advertisements by an individual broadcasting service licensee (refer to section 5 of this report).

5.8.3. EQUITABLE TREATMENT OF POLITICAL PARTIES BY BROADCASTING SERVICE LICENSEES

Section 59 of the EC Act lays down specific requirements for the treatment of political parties by broadcasting licensees during the election period, in their editorial programming. The requirements are:

(1) "If, during an election period, the coverage of any broadcasting service extends to the field of elections, political parties and issues relevant thereto, the broadcasting licensee concerned shall afford reasonable opportunities for the discussion of conflicting views and shall treat all political parties equitably.

(2) In the event of any criticism against a political party being leveled in a particular programme of any broadcasting service-

 (a) without such party having been afforded an opportunity to respond thereto in such programme; or

 (b) without the view of such political party having been reflected therein, the broadcasting licensee concerned shall be obliged to afford such a party a reasonable opportunity to respond to criticism.

(3) If, within 48 hours before the commencement of the polling period or during the polling period, a broadcasting licensee intends broadcasting a programme in which a particular political party is criticized, the licensee shall ensure that the political party in question is given a reasonable opportunity to respond thereto in the same programme, or to do so as soon as reasonably opportunity to-

 (a) respond thereto in the same programme; or

 (b) respond thereto as soon as is reasonably practicable thereafter."

The Authority advised broadcasting licensees to take special care during the final 48 hours prior to commencement of polling. There is often limited time for broadcasters to ensure that political parties' 'right of reply' is honoured during the final 48 hours prior to Election Day. Broadcasters were therefore, advised to ensure that parties were given time to reply, should this be necessary, within the same programme during this period.

During monitoring, the Authority established that generally broadcasting licensees covered political parties in a fair and equitable manner; thus in compliance with the 2011 Municipal Elections Regulations.

5.8.4. COVERAGE OF NON-PARTICIPATING ORGANISATIONS

The Authority encouraged broadcasting service licensees to provide reasonable opportunity for the discussion of issues/views, political debates, interviews, news programmes and bulletins by non-participating political parties and organisations affiliated to alliances. The Authority advised that, in terms of normal journalistic practice, non-participating organisations should be involved in discussions on the topic/s in which they have a material interest. However, the broadcasting service licensees were cautioned to measure participation of such organisations so as to ensure that the general principle of equitability is upheld.

As per the statistics shown already, these organisations contributed more than 40% of the total items monitored over the period. This is considered high when compared to previous elections. The high percentage may be attributed to the following:

- Threats of non-participation from the electorate
- Threats of violence towards voters
- A limited period between the date of announcement of the election and the actual election date
- Substantial contestation of Independents in the elections coverage.

5.8.5. SPECIAL INFORMATION PROGRAMMES

Special information programmes took the form of interviews with candidates or party representatives, panel discussion programmes with several candidates or representatives from different parties, or debates between various election contestants. Such programmes are often valuable in election campaign broadcasting both for informing the public about the positions of parties and candidates on issues of significance to the country and for allowing the contestants to speak directly to the public. The information programmes are ideal in that they allow viewers and listeners to interact directly with the members on the panel and engage in healthy debates
.

5.8.6. VOTER EDUCATION

The broadcast media can be effective in advancing voter education by providing information to voters about how, when and where to vote, the secrecy of the ballot and the role and importance of voting. This function is often referred to as civic voter education. Another way to understand

voter education is to provide the information needed for voters to understand the nature of the issues, the platforms and programmes of the parties as well as the character of the candidates. The IEC effectively used this medium to build excitement around the elections.

5.8.7. POLLING DAY BROADCASTS

The live broadcasts provided valuable information to voters on what was happening at polling stations throughout the country. However the monitoring period of ICASA did not extend to the actual day of voting and as such no information was gathered.

6. INVESTIGATION AND RESOLUTION OF COMPLAINTS

Section 17C of ICASA Act of 2000 as amended deals with procedures to be followed by the Complaints and Compliance Committee (CCC); an independent judicial arm of ICASA; established in terms of Section 17A of the ICASA Act and is mandated to investigate and adjudicate all complaints received by it.

Regulation 7 of the Municipal Elections Broadcasts and Political Advertisements Regulations, 2011 provides that in the event of any person being aggrieved by any Political Advertisement (PA) or Political Elections Broadcasts (PEB's), that person may lodge a complaint with the Authority within 48 hours after such broadcast has occurred.

The following report outlines the investigation of complaints by Licensing and Compliance Division of ICASA during the 2011 Municipal Elections period which received a total of 11 (eleven) Complaints during the election period. Eight (8) of these complaints were against the SABC, two (2) against Radio West Coast and one (1) was against Algoa FM.

Political Party complained against	Province (Complainant)	Licensee Complained Against	No. of Complaints
ANC	Western Cape	SABC TV	3
ANC	#	SABC TV	1
None	Western Cape	SABC TV	1
None	Gauteng	SABC TV	2
ANC	Western Cape	SABC (5FM)	1
None	Western Cape	Radio West Coast	2
ANC	Eastern Cape	Algoa FM	1
		TOTAL	**11**

 # there was no indication from the complainant as to which province they were lodging the complaint from.

6.1. COMPLAINTS AGAINST THE SABC

6.1.1. COMPLAINT REGARDING BIASED ELECTIONEERING OF THE ANC ON SABC TV

Mr Gareth Qually, Mr Irving Freeman and Dr Vishnu Naidoo respectively, complained that on 15 May 2011, the SABC provided full coverage of the ANC rally on SABC 2 and on SABC radio stations, while the SABC did not provide same for the other political parties.

The complainants alleged that it was against the principles of democracy to provide exclusive coverage of electioneering to just one party, being the ANC and further that coverage of electioneering should be equal and representative of all parties.

Mr Irving Freeman's complaint was referred back to him to rephrase as it was felt that the language used in the complaint was inappropriate, did not fully describe the nature of the complaint, and most importantly contained defamatory and insulting language directed towards both the SABC and the ANC. Mr Freeman failed to respond to the Authority's request and remained silent. The matter was therefore closed.

The SABC responded to the remaining complaints by stating that it refutes the allegation of biased election coverage and that the ANC rally was based on the newsworthiness of the event, and the fact that the rally turned out to be the biggest rally since the 1994. The SABC further advised that it was satisfied that coverage of the election has been fair, consistent and equitable and further that the principle of equitable coverage does not mean equal coverage. Lastly, the SABC advised that the political parties contesting the election have enjoyed greater coverage in proportion to their current representation in local government, such equitability being the guiding principle of the Authority in determining airtime allocations for PEB's.

Mr Qually was satisfied with the licensee's response and the matter, pertaining to his complaint, was closed.

Dr Naidoo was not satisfied with the SABC's response on the basis that the matter complained of was an ANC rally where the audience was ANC members, which was evidenced by their

willingness to wear the party's clothes and further insisted that the coverage of the rally was bias. Dr Naidoo further added that new guidelines need to be formulated to prevent the coverage of one party, as even the smaller parties cannot be ignored.

Noting that the SABC did not deny that they had broadcast the rally and also provided sound reasons as to why this was done, statements made by Dr Naidoo in his response to the SABC's response were addressing the same issue which had already been attended to and addressed by the ANC in their response to the complaint. The Authority was, however, satisfied with the licensee's response and closed the matter.

6.1.2. OPERATION KHANYISA SLOT NOT UTILISED ON SABC TV

On 24 April 2011, Mr Trevor Ngwane complained that the Television slot allocated to his political party, Operation Khanyisa, was on the day of the complaint and that the party did not know about the slot at all. In this regard, Mr Ngwane requested that his political party should be re-allocated a Television slot.

Mr Ngwane was advised that this was prohibited by the Regulation 4 (17), (18), (19) and (21), due to the fact that Operation Khanyisa is deemed to have forfeited its Television PEB by virtue of not timeously delivering its PEB to be aired by the SABC. Mr Ngwane was further advised that neither the Authority, nor the SABC or any other political party not wishing to utilize their PEB may alter and/or exchange the schedule for PEBs, whether they are Television or radio. Further he was advised that it was the responsibility of Operation Khanyisa to acquaint itself with the Regulations as well as the schedules allocated for various slots for various parties and broadcasting licensee. In terms of the regulations all political parties contesting in the Municipal Elections, had the responsibility of notifying the Authority of a contact person that the Authority could liaise with. Operation Khanyisa did not fulfill this requirement nor did they honour an invitation to the draw of the slot on 19 April 2011.

No indication was received from the complainant that he would like to pursue the matter and the complaint was closed.

6.1.3. COMPLAINT REGARDING BIASED ADVERTISEMENT ON SABC TV

On 1 May 2011, Mr Oscar Viljoen complained against the SABC for allegedly airing a biased Television programme promo of the pre-election debates. Mr Viljoen stated that, in the advertisement, amongst television and radio journalists and some public members, in the

backdrop of Table Mountain, there was the face of the only politician, Mr Tony Ehrenreich, who was contesting for the mayoral seat of Cape Town. The Complainant's concern was that the advertisement was not supposed to be broadcast as it appeared to attempt to convey the contesting individual's message to the viewers.

The SABC responded by advising that there was no intent to advantage or prejudice any party over another. The SABC further advised that the clips used in the promo, being the cause of complaint, were drawn from archives of stock footage from various events and that, at the time the promo was prepared, the producer was not aware that the fleeting clip of the election candidate referred to in the complaint (Mr Tony Ehrenreich) was part of the selected clips. It was advised that, having been alerted of the fact in the complaint, the SABC arranged for the promo to be removed from flighting with immediate effect.

The complainant was satisfied with the licensee's response and the matter, pertaining to his complaint, was closed.

6.1.4. ACDP TV PEB NOT AIRED BY SABC

On 26 April 2011, Ms Marlene Briel of the African Christian Democratic Party ("ACDP") complained that some television PEB's of the ACDP were not aired by the SABC. The complaint was forwarded to the SABC, which confirmed the dates allocated to the ACDP for PEB's and advised that the ACDP's PEBs have and will be aired on the dates allocated to PEBs. The matter was subsequently closed.

6.1.5. COMPLAINT REGARDING FAILURE BY THE SABC TO COVER MERAFONG CIVIC ASSOCIATION'S (MECA) CAMPAIGN MEETINGS

On 5 May 2011, Mr Lungile Vukubi complained that he requested the SABC to cover his party's campaign meetings; however, the SABC allegedly advised that it was unfair for it to cover poorly attended meetings when there are parties with good attendance, which can be covered. Mr Vukubi's complaint was based on the fact that he allegedly advised the SABC that the next meeting would be well attended as his party was already known, and that the campaign meeting would be held at a place where the party's president was more influential as a labour representative. Notwithstanding advance request for coverage of the campaign meetings SABC decided not to cover MECA..

The SABC denied that it refused to cover MECA's campaign meetings. The SABC further advised that the first contact the SABC had with MECA was when the SABC went to cover the launch of MECA's manifesto, which was so poorly attended that the SABC decided not to do a story about it. The SABC further advised that it nonetheless, covered MECA's rally on 7 May 2011, despite the shortage in resources.

The response was forwarded to the complainant requesting comments, which comments were never received. The matter, pertaining to his complaint, was accordingly closed.

6.1.6. 5FM NEWS NOT IMPARTIAL FOR LOCAL MUNICIPAL ELECTIONS

On 9 May 2011, Mr Gregory McDavid lodged a complaint against 5FM alleging that the radio station and the SABC are not impartial with regards to the Municipal Election in that the lead story in the 07:00 am news on 5FM on 9 May 2011 was about the ANC starting their electioneering. Mr McDavid further added that the subject bulletin was propaganda for the ANC and was not newsworthy.

The broadcaster denied the allegations made by the complainant and advised that the story was an election campaign story that the broadcaster gave prominence to, just as it does with all political parties during the election period. The broadcaster further advised that the story is in line with its news editorial guidelines to cover such events equitably without fear or favour. The broadcaster emphasised that the station regularly provides such equitable coverage to other political parties.

In order to authenticate of the response by 5fm; the Authority requested at least three similar news audio broadcasts pertaining to other parties, in order for the Authority to satisfy itself of the veracity of the response. Subsequent to receiving the requested audio tapes, the Authority concluded that the broadcaster does not provide prominence to just one political party's campaign stories during electioneering. The complainant was informed of the findings by the Compliance Unit and that the matter would not be pursued any further.

6.2. COMPLAINT REGARDING BOARD MEMBERS OF RADIO WEST COAST CONTESTING IN THE MUNICIPAL ELECTIONS

On 14 April 2011 Mr Marcel Upfold complained that certain board members of Radio West Coast took active participation and were contesting in the Municipal Elections. Mr Upfold was advised

that the Authority's position is, and has always been that, political office bearers are prohibited from active participation in the controlling structures of broadcasting service licensees (Community Broadcasters), and that, as a result, the aforementioned individuals would be precluded from participating as members of the board, unless they had resigned from their political positions. He was further advised that Radio West Coast had advised the Authority that the relevant individuals referred to had resigned as members of the board of directors for Radio West Coast. There was no response from the complainant and the matter was accordingly closed.

6.3. ALGOA FM: BROADCAST OF A PA WITHIN 48 HOURS PRIOR TO POLLING PERIOD

On 17 May 2011 one Gladwyn Lindemann lodged a complaint against Algoa FM for broadcasting a PA on 16 May 2011 at 17h21, being a period within the 48 hours prior to polling, which is prohibited in terms of section 58(6) of the Electronic Communications Act and Regulation 6(1) of the Regulations.

The complaint was referred to Algoa FM for their response. Algoa has apologised to the Authority, advising that the advertisement was made in error. Algoa FM further expressed the need to address the CCC regarding regulation 6 (7). The matter was referred to the Complaints and Compliance Committee and subsequently a ruling was handed down and fine imposed on Algoa FM. Furthermore Algoa FM was ordered to broadcast a formal apology.

7.   FUNDING

In view of the Authority's funding constraints, the elections monitoring project was allocated a limited budget of R 1 452 000.00. Notwithstanding committed ICASA staff monitored coverage of 2011 Municipal elections throughout the election period. In the absence of automated systems the allocation of PEB slots proved to be a challenging exercise, and staff proceeded with manual allocations to complete within deadlines. In future, it would be important for the Authority to be allocated sufficient funding so that an automated equipment/ software can be procured for the allocation of slots.

8.   CONCLUSION

In summing up, this report has explored the coverage of PAs, PEBs and related programme aspects during the 2011 Municipal elections. A number of findings have been arrived at. The first is that while there was a dominance of a handful of political parties, there was, nonetheless, wide

spread coverage of all parties that were contesting the elections in terms of coverage of their PAs, PEBs, current affairs and news. The second finding concerns the length of PAs. Whereas the ANC had the highest number of PAs, the DA tops in terms of the duration for its PAs. This variance tells us that on average the DA had longer PAs than other political parties. Thirdly, not all political parties took advantage of the allocated PEBs during the election broadcasting period, resulting in less coverage of their PEB messages by the broadcasting licensees. Fourthly, other parties' PEBs were rejected and their airtime was forfeited because of non-compliance with the Regulations.

ICASA can positively conclude that broadcasting Licensees generally complied with the Regulations on the 2011 municipal elections and that coverage of the elections was free and fair. ICASA would like to express its appreciation to all broadcasting licensees, who participated in the coverage of the 2011 elections and for their efforts in ensuring adherence to the Elections Regulations. With the view to strengthening our democracy, additional consideration should be given to expanding coverage of independent candidates.

APPENDIX B – LIST OF REGISTERED PARTIES AND ORGANISATIONS USED FOR MONITORING

#	Political Party	#	Political Party	#	Political Party
1	AFRICAN NATIONAL CONGRESS - ANC	51	IKUSASA LESIZWE INDEPENDENT MOVEMENT	101	SOUTH AFRICAN DETERMINED VOLUNTEERS
2	INKATHA FREEDOM PARTY - IFP	52	INDEPENDENT CANDIDATE	102	SOUTH AFRICAN MAINTENANCE AND BENEFICIARIES MOVEMENT
3	DEMOCRATIC ALLIANCE/DEMOKRATIESE ALLIANSIE - DA	53	INDEPENDENT CIVIC ORGANISATION OF SOUTH AFRICA	103	SOUTH AFRICAN POLITICAL ALLIANCE
4	CONGRESS OF THE PEOPLE - COPE	54	INDEPENDENT CONGRESS	104	SOUTH AFRICAN POLITICAL PARTY
5	FREEDOM FRONT PLUS - FF+	55	INDEPENDENT RATEPAYERS ASSOCIATION OF SA	105	SOUTH AFRICAN PROGRESSIVE CIVIC ORGANISATION
6	UDM	56	INDEPENDENT RESIDENTS ASSOCIATION	106	SOUTH CAPE COMMUNITY FORUM
7	ABOLITION OF INCOME TAX AND USURY PARTY	57	KAROO GEMEENSKAP PARTY	107	STELLENBOSCH CIVIC ASSOCIATION
8	ADELAIDE RESIDENTS ASSOCIATION	58	KAYAMANDI COMMUNITY ALLIANCE	108	STELLENBOSCH PEOPLE'S ALLIANCE
9	AFRICA MUSLIM PARTY	59	KHOISAN PARTY	109	STUDENTESTEM PARTY
10	AFRICAN BOND OF UNITY	60	KOUGA 2000	110	THE PEOPLE'S INDEPENDENT CIVIC ORGANISATION
11	AFRICAN CHRISTIAN ALLIANCE-AFRIKANER CHRISTEN ALLIANSIE	61	LEBALENG COMMUNIST PARTY	111	THE REAL CONGRESS
12	AFRICAN CHRISTIAN DEMOCRATIC PARTY	62	LIBERAL DEMOCRATIC PARTY	112	THE SOCIALIST PARTY OF AZANIA
13	AFRICAN COMMUNITY MOVEMENT	63	LOCAL GOVERNMENT PARTY	113	THEMBISA CONCERNED RESIDENTS ASSOCIATION
14	AFRICAN DEMOCRATIC CHANGE	64	MAKANA INDEPENDENT NEW DEAL	114	TRULY ALLIANCE
15	AFRICAN INDEPENDENT CONGRESS	65	MERAFONG CIVIC ASSOCIATION	115	TSANTSABANE COMMUNITY FORUM
16	AFRICAN PEOPLE'S CONVENTION	66	MINORITY FRONT	116	UMHLABA UHLANGENE PEOPLE'S UNITED NATIONS
17	AL JAMA-AH	67	MITCHELL'S PLAIN INDEPENDENT PARTY	117	UNITED ACTION FRONT
18	ALLIANCE 2000+	68	MODERATE INDEPENDENT PARTY	118	UNITED CHRISTIAN DEMOCRATIC PARTY
19	ALLIANCE FOR COMMUNITY TRANSFORMATION	69	MOVEMENT DEMOCRATIC PARTY	119	UNITED INDEPENDENT FRONT
20	ALLIANCE FOR DEMOCRACY AND PROSPERITY	70	MPUMULANGA PARTY	120	UNITED MAJORITY FRONT
21	ALLIANCE OF FREE DEMOCRATS	71	NATIONAL ALLIANCE FOR DEMOCRATS	121	UNITED RESIDENT'S FRONT
22	AZANIAN NATIVE SOCIALIST CONGRESS	72	NATIONAL DEMOCRATIC CONVENTION	122	UNIVERSAL CIVICS OF SOUTH AFRICA
23	AZANIAN PEOPLE'S ORGANISATION	73	NATIONAL FREEDOM PARTY	123	UNIVERSAL PARTY
24	BEDFORD RESIDENTS' ASSOCIATION	74	NATIONAL INDEPENDENT CIVIC ORGANISATION	124	VOICE OF INDEPENDENTS PARTY
25	BELASTINGBETALERSVERENING VAN PARYS	75	NATIONAL PARTY SOUTH AFRICA	125	WESTERN CAPE COMMUNITY
26	BETER BLOEMHOF PARTY	76	NATIONAL REPUBLICAN PARTY	126	WORKING TOGETHER POLITICAL PARTY
27	BLACK CONSCIOUSNESS PARTY	77	NEW GENERATION PARTY	127	XIMOKO PARTY
28	BLACK ECONOMIC EMPOWERMENT PARTY	78	NXUBA COMMUNITY ORGANISATION	128	IEC
29	BREEDEVALLEI ONAFHANKLIK	79	OPERATION KHANYISA MOVEMENT	129	POLITICAL ANALYST
30	BUSHBUCKRIDGE RESIDENT'S ASSOCIATION	80	OU PACALTSDORP INWONERS VEREENIGING	130	MEDIA
31	CAPE AGULHAS RATEPAYERS ASSOCIATION	81	OWETHU RESIDENTS ORGANISATION	131	CELEBRITY
32	CAPE MUSLIM CONGRESS	82	PAN AFRICANIST CONGRESS OF AZANIA	132	PUBLIC OPINION
33	CAPE PARTY/ KAAPSE PARTY	83	PAN AFRICANIST MOVEMENT	133	TRADE UNION
34	CATHCART RESIDENTS ASSOCIATION	84	PEOPLE'S CIVIC ORGANISATION	134	CONTRALESA
35	CHRISTIAN DEMOCRATIC PARTY	85	PEOPLE'S DEMOCRATIC MOVEMENT	135	COMMUNITY ORGANISATIONS
36	CHRISTIAN FRONT	86	PEOPLE'S DEMOCRATIC PARTY	136	INTERNATIONAL ORGANISATIONS
37	CIVIC ALLIANCE OF SOUTH AFRICA	87	PEOPLE'S PROGRESSIVE PARTY	137	SOUTH AFRICAN COMMUNIST PARTY - SACP
38	CIVIC DEMOCRATS	88	PEOPLE'S REVOLUTIONARY CONGRESS	138	INDEPENDENT DEMOCRATS - ID
39	CIVIC INDEPENDENTS	89	PHUMELELA RATEPAYERS' ASSOCIATION	139	GOVERNMENT
40	COMMUNITY COALITION	90	PLAASLIKE BESORGDE INWONERS	999	OTHER PARTY
41	COMMUNITY WORKERS FORUM	91	PLETTENBERG BAY COMMUNITY FORUM		
42	DAGGA PARTY	92	ROYAL LOYAL PROGRESS		
43	DEMOCRATIC ASSOCIATION OF WIT?? INDEPENDENTS	93	SERVICE TO OUR PEOPLE PARTY		
44	DEMOCRATIC CHRISTIAN PARY	94	SIMUNYE IN CHRIST ORGANISATION		
45	DEMOCRATIC PARTY	95	SINDAWONYE PROGRESSIVE PARTY		
46	DEMOCRATS FOR CHANGE	96	SOCIAL DEMOCRATIC PARTY		
47	DIKWANKWETLA PARTY OF SOUTH AFRICA	97	SOCIALIST CIVIC MOVEMENT		
48	DISPLACEES RATE-PAYERS ASSOCIATION	98	SOCIALIST GREEN COALITION		
49	FEDERAL CONGRESS	99	SOLIDARITY PARTY		
50	GREAT KONGRESS OF SOUTH AFRICA	100	SOUTH AFRICAN DEMOCRATIC CONGRESS		

APPENDIX C – TOPICS MASTER LIST AND RELATED ANALYSIS

| | | TOTALS | 17 236 | 21 194 | 38 430 | |

#	Topic Description	Primary Topic Count	Secondary Topic Count	Total Topic Count	% of Total
1	Party Manifestos	4 534	582	5 116	13.31%
2	IEC Voting issues & procedures	5 981	1 919	7 900	20.56%
3	Political violence & intimidation	169	426	595	1.55%
4	Opinion polls	126	237	363	0.94%
5	Youth	64	277	341	0.89%
6	Crime	47	304	351	0.91%
7	Corruption: party & government	181	717	898	2.34%
8	Land & Agriculture	20	53	73	0.19%
9	Voter education / registration	1 627	3 696	5 323	13.85%
10	Election Fraud	44	86	130	0.34%
11	Culture & Traditional Affairs	8	66	74	0.19%
12	Media	80	226	306	0.80%
13	Economics & Nationalisation	14	65	79	0.21%
14	Business & Privatisation	9	79	88	0.23%
15	HIV & AIDS	0	39	39	0.10%
16	Labour	26	59	85	0.22%
17	Morals & Ethics	25	125	150	0.39%
18	Health	21	204	225	0.59%
19	Election funding	20	35	55	0.14%
20	Housing	48	807	855	2.22%
21	Intolerance - Political & Other	176	532	708	1.84%
22	Demonstrations & Protests	385	609	994	2.59%
23	Education & Skills Development	31	233	264	0.69%
24	Race	40	233	273	0.71%
25	Death penalty	0	5	5	0.01%
26	Human rights	64	429	493	1.28%
27	Sport	5	21	26	0.07%
28	Religion	88	167	255	0.66%
29	Service Delivery	1 102	3 192	4 294	11.17%
30	International politics	72	58	130	0.34%
31	Diplomacy	9	28	37	0.10%
32	Environment	11	37	48	0.12%
33	Disaster	5	4	9	0.02%
34	The Arts	2	4	6	0.02%
35	The Budget	17	102	119	0.31%
36	Job Creation & Unemployment	92	678	770	2.00%
37	Poverty	13	275	288	0.75%
38	Social Grants	2	129	131	0.34%
39	Xenophobia	5	10	15	0.04%
40	Electoral Boundaries	40	135	175	0.46%
41	Taxation	1	54	55	0.14%
42	Party Registrations	89	341	430	1.12%
43	Police & Justice	130	424	554	1.44%
44	Investment	0	40	40	0.10%
45	Social & Economic Development	38	426	464	1.21%
46	Land Issues	38	130	168	0.44%
47	Political Endorsement	74	219	293	0.76%
48	Party Politics	1 086	1 301	2 387	6.21%
49	Affirmative Action / Black empowerment	9	70	79	0.21%
50	Gender Equality	47	86	133	0.35%
51	Children's Rights	4	26	30	0.08%
52	Police Brutality	169	120	289	0.75%
53	Historical Events & Public Holidays	168	213	381	0.99%
65	Other Topic	178	848	1 026	2.67%

The top 16 monitored topics are shown in the table below. These 16 topics received at least 1% of the total topics monitored. All other topics accounted for less than 1% each.

#	Topic Description	Primary Topic Count	Secondary Topic Count	Total Topic Count	% of Total
1	IEC Voting issues & procedures	5 981	1 919	7 900	20.56%
2	Voter education / registration	1 627	3 696	5 323	13.85%
3	Party Manifestos	4 534	582	5 116	13.31%
4	Service Delivery	1 102	3 192	4 294	11.17%
5	Party Politics	1 086	1 301	2 387	6.21%
6	Other Topic	178	848	1 026	2.67%
7	Demonstrations & Protests	385	609	994	2.59%
8	Corruption: party & government	181	717	898	2.34%
9	Housing	48	807	855	2.22%
10	Job Creation & Unemployment	92	678	770	2.00%
11	Intolerance - Political & Other	176	532	708	1.84%
12	Political violence & intimidation	169	426	595	1.55%
13	Police & Justice	130	424	554	1.44%
14	Human rights	64	429	493	1.28%
15	Social & Economic Development	38	426	464	1.21%
16	Party Registrations	89	341	430	1.12%

This information displayed graphically gives insight into the major topics of discussion and also shows how issues of voter education and service delivery were often raised as major discussion points even if they did not constitute the primary topic of discussion.