

FREQUENTLY ASKED QUESTIONS (FAQs)

Amendment to the Municipal Party Elections Broadcasts and Political Advertisements Regulations, 2011

1. What are the differences between the PEB (Political Elections Broadcast) and PA (Political Advertisement)?	PEB is broadcast free of charge; the schedule and length thereof are provided for by the Authority, whilst PA is paid for. The Authority does not provide for the schedule and length of PAs.
2. What is the difference between election period and election broadcast period in relation to PEBs and PAs?	The election period is the period within which PAs can be broadcast, whilst the election broadcast period is the period within which PEBs are broadcast. The election broadcast period falls within the election period, and both end forty-eight (48) hours before polling commences.
3. Is there any obligation for Broadcasters to broadcast PEBs?	The Public Broadcaster is mandated to carry PEBs, whilst other broadcasters, such as community/commercial, can choose to broadcast PEBs after notifying the Authority. The list of all broadcasters carrying PEB will be available on the Authority's website.
4. How long should PEBs be submitted to Broadcasters before they are broadcast?	A political party or independent candidate that intends to broadcast a PEB must submit same to the BSL at least five (5) working days prior to the broadcast thereof.
5. Can a broadcaster edit or alter a PEB when requested to do so by a political Party or an independent candidate?	A broadcaster, to whom a PEB has been submitted by a political party for broadcast, must not in any way edit or alter the content of the PEB. However, a broadcaster can reject a PEB and request the political party or independent candidate to alter or edit the material.
6. What is the duration for PEB / PA broadcasts?	PEBs should not be more than 40 seconds, excluding the pre-recorded tail disclaimer, whilst the Authority doesn't prescribe the duration for PAs. PAs should comply with the length of advertisement in line with the Advertisement and Sponsorship Regulations, 2023
7. Who is responsible for recording and scheduling the tail disclaimer?	A Broadcaster is responsible for recording and scheduling the tail disclaimers for both PAs and PEBs.

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8. Where can election broadcast-related complaints be lodged?	All election-related broadcast complaints are to be lodged with the Authority in line with the time frame stipulated in the regulations and not with any other statutory body, i.e. BCCSA.
9. How do people lodge election-related complaints to the Authority?	In the event of any person aggrieved by a PEB or PA, the person may lodge a complaint with the Authority within 5 days after such broadcast has occurred. All BSLs who opted to broadcast PAs/PEBs must broadcast the complaints promo as contained in the Regulations <i>"Any person aggrieved by any Political Advertisement or Political Election Broadcast that is broadcast by [insert name of station] may lodge a complaint within 5 days from broadcast with the Independent Communications Authority of South Africa (ICASA). To lodge your complaint, please contact ICASA's Compliance Department via telephone number on 012 568 3233 or email BroadcastingCompliance@icasa.org.za and Complaintsccc@icasa.org.za"</i> <i>(The contact details of ICASA should be repeated twice).</i>
10. Can we just broadcast PAs and PEBs without notifying the Authority?	The Regulations require BSL to notify the Authority of their intention to broadcast PAs and/or PEBs, or neither. The deadline is 21 days, i.e. working days and excluding all the holidays from the date of publication i.e. 02 April 2026. That is no later than 07 May 2026 A broadcasting service licensee that intends to broadcast PEBs and/or PA should inform the

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	Authority by writing an email to BroadcastingCompliance@icasa.org.za or send it to your compliance officer.
11. The Election Date has been announced, does it mean we can start with the broadcast of PAs?	The election date is deemed to be proclaimed once it has been published in the government gazette. The recent announcement of the election date does not mean the start of the election period until the proclamation of the election date.
12. What happens if the Political Party/Independent Candidate fails to submit their PEB material within the prescribed time frame?	The allocated airtime is forfeited, and the relevant BSL will utilise the time for the normal broadcasting programming
13. How does the Authority allocate PEB slots?	The Authority has provided the principles within which PEBs are to be allocated as published in the election Regulations, including the percentage allocation thereof.
14. Is the Broadcasting Service Licensee allowed to avail its recordings and/or technical infrastructure in order to produce the PEB / PA materials of the Political Parties / Independent Candidates?	The Broadcasting Service Licensees can avail its infrastructure to the political party/independent candidate, as that will be a commercial agreement between two parties, which the Authority does not have jurisdiction over.
15. How do Political parties and Independent Candidates submit PEBs to the Broadcasters?	PEBs can either be submitted physically or electronically to the broadcasters on the details that have been published. The details of all BSLs that will be carrying PAs and PEBs will be published on the Authority's website.
16. Can BSL accept PAs and/or PEBs in any technical format?	The Authority has, in Schedule 2, i.e., pages 15 – 16 of the Regulations, published the technical standards and quality for TV and Radio.
17. Can Broadcasters provide Live reads for PAs/PEBs	PAs and PEBs are pre-recorded and thus broadcasters cannot broadcast any live reads for

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	any material meant to promote any political party and/or independent candidates.
18. Are BSL allowed to sell airtime other than that for PA to Political Parties / Independent Candidates	The Authority cannot unduly interfere in commercial activities/agreements of Licensees. Broadcasters are advised/encouraged to consult ICASA when approached with such offers. A Broadcaster must ensure that it maintains editorial independence. As per section 59 of the ECA, broadcasters must treat all political parties and independent candidates equitably. Paid interviews by political parties and independent candidates may affect the broadcaster's editorial independence and daily programming obligations.
19. Can presenters/management wear party regalia or attend party functions or even provide voicework for Political Parties and/or independent candidates.	The ECA and applicable regulations stipulate that BSL may not be granted to any party, movement, organisation, body or alliance which is of a party-political nature. And thus, any alliance, participation, or endorsement of any political party/independent candidates by members of the BSL i.e. management, Board and presenters, is prohibited.
20. Syndicated programmes	Broadcasters need to ensure that PAs and PEBs are excluded from the syndicated/shared programmes.