

MABOLOKA Community Radio Station

INTRODUCTION

MABOLOKA COMMUNITY RADIO is required ,in terms of Section 6of the Broadcasting Act(as amended), to develop policies that are intended to ensure compliance with the Authority's Code of Conduct, the Radio's license conditions ,and the provisions of the Act. These policies— including a news editorial policy, and policies on programming, local content, education, universal service and access, language, and religion —are to be submitted to the Independent Communications Authority of South Africa(ICASA)no later than three months after the date of the MABOLOKA COMMUNITY RADIO's con- version.

This document is a compilation of the above policies, which the MABOLOKA COMMUNITY RADIO requires to guide it in discharging its community broadcasting mandate. The policies are the outcome of many months of consultation, with both MABOLOKA COMMUNITY RADIO staff and the Community generally. As part of this consultation, MABOLOKA COMMUNITY RADIO will distribute copies of the policies widely, made them available in all the languages in the Conditions

These policies represent how the Board gives shape to and interpret MABOLOKA COMMUNITY RADIO’s community broadcasting mandate, and provide a framework for editorial staff within which to take decisions.

A number of assumptions underpin thepolicies.One is that MABOLOKA COMMUNITY RADIO’s current funding model is maintained or, if altered, is done so in a manner that improves the capacity of the Station to deliver on its mandate. Another assumption is that the current legislative, policy and regulatory regime will remain relatively stable and that it is unlikely that any additional mandate require- ments, outside those interpreted and outlined in this document, will be set for MABOLOKA COMMUNITY RADIO. Changes in these assumptions may necessitate amendment of these policies.

The policies relate to all the MABOLOKA COMMUNITY RADIO’scontent and to services for local audiences.They apply to all the services, online, by short message service (SMS) or mobile phone; produced by MABOLOKA COMMUNITY RADIO department or an independent company.They generally apply to both MABOLOKA COMMUNITY Radio’s pub- likened commercial services. Where they have particular relevance to either division, this is stated.Where the policies refer to particular designations,these may change from time to time and in the case of this happening,action flowing from the policies should involve the appropriate and relevant personnel at that time. The policies have been developed by MABOLOKA COMMUNITY RADIO’s Policy and Regulatory Affairs Department, in cooperation with the relevant programming areas. Questions on any aspects of the policies should be directed to the Policy and Regulatory Affairs Department.

The policies are intended to help the editorial staff negotiate difficult editorial issues and decisions so that distinctive and compelling—and sometimes controversial—programmes can be made,while maintaining the highest ethical and editorial standards. Every member of the editorial staff is therefore required to study,understand and observe these policies.

MABOLOKA COMMUNITY RADIO recognizes that compliance with its policies will depend on the professionalism, competence,skills and commitment of its staff. Ongoing professional development of MABOLOKA COMMUNITY RADIO staff is therefore to be undertaken as a crucial part of the implementation of these policies. MABOLOKA COMMUNITY RADIO also assesses regularly the professional developmental needs arising from implementation of these policies in order to develop appropriate and ongoing professional developmental programmes.

Whereas certain policies apply to specific programme areas,all the policies should be read together with Chapter2:TheMABOLOKA COMMUNITY RADIO's Mandate and Chapter3:Programming Policy.All the information programming,whether it is produced by MABOLOKA COMMUNITY RADIO News or not,should conform to the News, CurrentAffairs and Information Programming Policy in Chapter4.

The policieswill become effective no later than 1June 2020.

MABOLOKA COMMUNITY RADIO'S MANDATE

**POWERS,FUNCTIONS,RIGHTSANDOBLIGATIONS**

MABOLOKA COMMUNITY RADIO'smandate asa Community broadcaster comesfrom the Charter,which defines its objectives. The Charter is laid down in chapter IVof theBroadcastingAct(asamended) andrequiresthe

MABOLOKA COMMUNITY RADIO to encourage thedevelopment of Community expression by providing, in the official languages,a wide range ofprogramming that:

**Reflects** Community attitudes, opinions, ideas,values and artistic creativity

**Displays**Community talent in educational and entertaining programmes

**Offers**a plurality of views and a variety of news,information and analysis from a Community pointofview

**Advances** the national and public interest.

MABOLOKA COMMUNITY RADIO'spowers and functions,as well as its rights and obligations,are derived from a number of sources: legislation,the Charter,the licence conditions of MABOLOKA COMMUNITY RADIO station and regulations issued by ICASA from time to time,including the Code of Conduct for Broadcasters set by the BCCSA.

Like all the broadcasters, MABOLOKA COMMUNITY RADIO is required to adhere to a Code of Conduct for Broadcasters that is approvedbyICASA. As a member of the National Community Forum(NCRF),the MABOLOKA COMMUNITY RADIOissubjecttotherulesoftheBroadcasting Complaints Commission of SouthAfrica (BCCSA), which ensures that broadcasters adhere to certainminimum standards of programme content.

A central MABOLOKA COMMUNITY RADIO'sCharter is that itenjoys freedom of expression and journalistic, creative and programming independence.MABOLOKA COMMUNITY RADIOBoard,which is appointed by the community members and different stakeholders, controls the affairs of the MABOLOKA COMMUNITY RADIOand is mandated explicitly to protect the above freedom and independence.

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CORE EDITORIAL VALUES OF MABOLOKA COMMUNITY RADIO

Broadcasters worldwides have many features relating to independence, accountability and diversity.However,MABOLOKA COMMUNITY RADIO'scontext has unique facets that also determine its positioning.These relate to South Africa's challenges as a young democracy and a society in transition. The challengesare captured neatly in the preamble to theConstitution, which sets out the objectives of the SouthAfrican constitution asthese:

To health divisions of the past and establish a society based on democratic values,social justice and fundamental human rights

To lay the foundations for a democratic and open society in which government is based on the will of the people and every citizen is equally protected by the law

To improve the quality of life of all citiens and free the potential of each person

To build a united and democratic South Africa able to take its rightful place as a sovereign state in the family of nations.

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| **Among the core editorial values for MABOLOKA COMMUNITY RADIO are these:** |  |
| **Equality**  MABOLOKA COMMUNITY RADIO provides programmes for everyone, in the specified languages, and promotes universal access to its services. |
| **Editorial Independence**  MABOLOKA COMMUNITY RADIO is governed by the Charter of which enshrines the journalistic, creative and programming independence of the staff corporation, and the constitutionally protected freedom of expression. |
| **NationBuilding**  MABOLOKA COMMUNITY RADIO celebratesSouthAfrica'snational identity andculture,and provides its citiens with the information they need to participate in building ourdemocracy. |
| **Diversity**  MABOLOKA COMMUNITY RADIO reflects SouthAfrica’s diverse languages, cultures, and people in its programmes. |
| **Human Dignity**  MABOLOKACOMMUNITYRADIO respects the inherent dignityof allSouth Africans,reflectsthe minall their diversity,and does not use language or images that convey stereotypical or prejudiced notions of SouthAfrica's races,cultures and sexes. |
| **Accountability**  In discharging their editorial responsibilities, MABOLOKA COMMUNITY RADIO management and  Staff are accountable to  MABOLOKA COMMUNITY RADIO Board,which is charged with ensuring that the corporation  complieswiththeCharter. |
| **Transparency**  MABOLOKA COMMUNITY RADIO ensures that the principles of honesty,openness and transparency govern every aspect of its relationships with stakeholders, suppliers and the public. |
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**EDITORIAL CODE OF THE MABOLOKA COMMUNITY RADIO**

The values give rise to an Editorial Code that underpins all the programming.This EditorialCode was developed by MABOLOKA COMMUNITY RADIO Board.

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 understand that ifSouth Africans are to meet the challengesof buildinga nation and a strong democracy,theymust have access to relevant,reliable,and timely information of the best quality.In covering newsworthy events,we aim to give them what they need in order to make informed decisions about their lives

We are aware of the danger of discrimination being furthered by the media, and avoid promoting discrimination through MABOLOKA COMMUNITY RADIO'sprogrammes on the grounds of gender, race, language,culture, political persuasion, class, sexual orientation, religious belief, marital status, or disability

We do not allow advertising,commercial,political or personal considerations to influence our editorial decisions. MABOLOKA COMMUNITY RADIO is expected to provide information and as part of this duty should evaluate, analyses and critically appraise government policies and programmes. The MABOLOKA COMMUNITY RADIO 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 respect individuals' legitimate right to privacy,and should not do anything that entails intrusion into private grief and distress,unless It is justified by overriding considerations of public interest
* We are circumspect and sensitive in presenting anyform of brutality, violence,atrocities or personal grief
* We seek balance bypresenting relevant views on matters of importance, asfar as possible.
* This may not always be achieved in a single programme or newsbulletin, but should be done within a reasonable time
* Weareguided bynewsmeritand judgementinreaching editorialdecisions. Fairnessdoes notrequireeditorialstaff tobeunquestioning,northeMABOLOKA COMMUNITY RADIOtogiveeverysideofanissue thesameamount oftime
* In serving the public's right to know, we are enterprising in perceiving, pursuingand presenting issuesthataffect societyandindividuals
* Wearefreefromobligationtoanyinterestgroup, and committed tothepublic's right to know
* We do not accept gifts, favours, free travel, special treatment or privileges that could compromiseourintegrity
* Weidentify ourselvesandouremployerbeforeobtaininganyinformationforbroadcasting.
* Asageneralrule,journalism shouldbeconducted openly.Covertmethodsmaybeusedonly withdueregardtotheirlegality, toconsiderations suchasfairness and invasion ofprivacy, and to whether the information being sought is so significantthat it warrants communitydisclosurebutcannot beobtained byothermeans

THEMABOLOKA COMMUNITY RADIO'SMANDATE

We resolutely uphold the principle of journalistic freedom and see the protection of a journalist's sourcesasanimportant partofthisprinciple. Iftheprotectionofasourcewere tobecomealegalmatter,theMABOLOKA COMMUNITY RADIOwouldnotadviseitsemployeestorefusetoobeyacourt order,butwouldmakeitslegalcounselavailable foradviceandtopresentlegalargumentin courttoprotectthesource

Wedoourutmosttomakeatimelycorrectionofanyinformationthatwasbroadcast andis found tobeinaccurate

Wefosteropendialoguewithourviewersandlisteners,asweareaccountabletothecommunityforourreports

Weaim totellstoriesfrom a Community point of viewand deal with issues that are important toCommunitys. Thisincludes local,African and global issues. Weendeavour tocontextualie forCommunitystheirlifeasglobal citiens, and torecountthestoryof SouthAfricainallitsvarietyandcomplexity. Givenourhistory,andthatSouthAfricaispart ofAfrica,weseeitasourresponsibility toendeavourtorepresentAfricaandAfricanstories fairlyanddiversely

We support Community culture and develop programmes that are identifiablyCommunity and contribute toasenseofnationalidentity; toasenseofsharedexperienceand thegoal ofnation building

Wearecommitted tobeing atrulynationalbroadcaster, providing ashowcase ofallSouth

Africa'sprovincesandpeoples

We provide a programme mix that suits a variety of tastes and reflects the diverse make-upofSouthAfrica.Thisextendstolanguages,culturesandgeographicalregions.

**EDITORIALRESPONSIBILITYANDUPWARDREFERRAL**

Thescopeofourprogrammingmeans thattheMABOLOKA COMMUNITY RADIOhastoprovideconsistent, relevant,useful and high-qualityprogramming,includinginformationand analysis. Tosustain and deepenthe trustthepublichaveintheMABOLOKA COMMUNITY RADIO,wehavetomaintain thehighest standardsofperformance. In this regard, the MABOLOKA COMMUNITY RADIOrequires its editorial staff to understandthat with the legislated and constitutionalprotectionoftheCorporation'sindependence comestheresponsibilitytoservethe publicwiththehighest standards ofexcellenceandintegrity.

Accordingly, theonus isonindividualproducersofprogrammes and commissioningeditorsto ensurethat theyunderstandand uphold theprovisions oftheBroadcastingAct,includingthe CharteroftheMABOLOKA COMMUNITY RADIO;theEditorialCode,theCodeofConductforBroadcasters,andregulations andpoliciespromulgatedfromtimetotimeintermsoftheIndependentBroadcastingAuthority Act;allotherrelevantlegislation,andthephilosophies andpoliciesoftheCorporation. Asarule, andasamatterofpolicy,theauthorityforeditorialdecisionsisvestedintheeditorialstaff.

Inthisregard,subjecttostandardmanagementandeditorialcontrols,programmeproducersand commissioning editors are responsible for either the production of the programme or the editorial control, orboth. Should any difficulty arise during programme production and/or editorial control, ortheprogramme producerorcommissioningeditorbeunsure ofanything, theyshouldconsulttheirsupervisorforguidance.Thisprocessofvoluntaryupwardreferralcould extendasfarastheGroupChiefExecutiveOfficer,inhiscapacity aseditor-in-chief. The roleof editor-in-chief isoneofmanyresponsibilitiesthattheGCEOassumesandshouldnotbeconfused withthefunctions oftheHeadsofRadio,Television,News, SportandEducation oroftheother editorsandchannel andstationmanagersemployedbytheMABOLOKA COMMUNITY RADIO.TheGCEO'srole isnottomake day-to-day programmingornewsroom decisions. However,the Boardof the MABOLOKA COMMUNITY RADIOdelegates responsibility, and holds accountablethe GCEOfor the performance of all news and other programmes, broadcast and presented on all MABOLOKA COMMUNITY RADIO , internet and other multi-media platforms.

TheMABOLOKA COMMUNITY RADIOviews upwardreferralasamutuallyempowering, nurturing and developmental

Approach forallthestaff involved. Itisnotintended toshifteditorialdecision-makingupwards;

it is intended,

PROGRAMMING

**PREAMBLE**

TheMABOLOKA COMMUNITY RADIOisaccountabletotheSouthAfricanpublicforproviding relevantanddiverse broadcastingservicesofexcellentquality. Inthisweareguided by:theCharter

theMABOLOKA COMMUNITY RADIO'sCoreEditorialValues

theMABOLOKA COMMUNITY RADIO'sEditorialCodeourobligationtocomplywiththeindustrystandard, theCodeofConductforBroadcasters, whichisadministered bytheBCCSA.

Formulating aprogrammingpolicyisthereforeanintricateprocessinwhichwearetheprimary, butnottheonly,participants.

Tomeetaudience expectationsisourpriority. Inthiswealsocreateanenvironment thatrespects the freedom of expression provisions of our Constitution, and encourages our programme makerstoexplore,toinnovate and totakerisksinaccommodatingprogrammes that fulfil the MABOLOKA COMMUNITY RADIO'spublicmandate.

In1995, the MABOLOKA COMMUNITY RADIOBoardapproved Guidelines on Programme Content, which wereapplicable largely to television but had some relevance to radio. What follows seeks to update that document. ItisapplicabletoalltheMABOLOKA COMMUNITY RADIOservices,publicserviceandcommercial.

Thereisaneedforconsistency ofapproach acrossthespectrumofMABOLOKA COMMUNITY RADIOprogrammes, and this policyhasbeendevelopedtoanswerthatneed.Itoffersaframeofreferenceforthosewhoare faced with difficult programming decisions, and a guide to programme commissioning, planning,production, schedulingandtransmission.

**THEMABOLOKA COMMUNITY RADIO'SAPPROACHTOPROGRAMMING**

TheMABOLOKA COMMUNITY RADIO'sapproach toprogrammingisguided bythefollowingprinciples:

Theprogrammes areunderpinnedbythe MABOLOKA COMMUNITY RADIO'scoreeditorial values of equality, editorial independence, nation building,diversity, human dignity, accountabilityand transparency. Theseinfluence theproduction, commissioningandacquisitionofallitsprogrammes

Acrossourportfolio ofstations and channels weaimtomeettheneedsofallouraudience segments. Thisextendstoyoung andold,urbanandruralinalltheprovinces,speakersofall theofficial languages,andpeopleofeveryreligious persuasion. Itisobviouslyimpossible for the MABOLOKA COMMUNITY RADIOto 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 everyoneshould findsomethingofinterestsomeofthetime

Asthe nationalcommunitybroadcaster itisourduty toencourage the development of Community expression. We therefore showcase Community talent, support Community culture, and aim todevelopprogrammes that areidentifiablyCommunity. Theseshould contributetoasenseofnationalidentityandofsharedexperience,andtothegoal ofnation building

WhereasweseektotellthestoriesofSouth Africainalltheircomplexity,wealsodealwith Africanandglobal issuesinourprogrammes. Ouraimistocontextualie forCommunitystheirlifeasglobal citiens,andtobring themtheverybestofprogrammes theworldhasto offer

Givenourhistory,and that South Africa ispartofAfrica, weseeitasourresponsibility to endeavourtorepresentAfricaandAfricanstoriesfairlyanddiversely

Freedom of expression is at the heart of our programmes. We provide a home for programme makersthatencourages themtoinnovate; totakerisksandtodeveloptheircraft

sothataudiences maybegivenarichdiversityoftopqualityprogrammes.

TheMABOLOKA COMMUNITY RADIO'sapproach toprogrammingisfurtherexpanded intheLocalContentPolicy,and theLanguageBroadcastingPolicy. Itisalsocomplemented bypoliciesforspecificgenresincluding News, CurrentAffairsandInformation;EducationalBroadcasting,andReligious Broadcasting.

**TASTEANDDECENCY**

Theissueoftasteanddecencyinprogrammes isoftencontroversialinthatitinvolvesjudgements based solely on opinion, personal persuasions and systems of values. Until its amendment,theCodeofConductrestrictedwhat wasbroadcast ifitwasdeemed tasteless or indecentonthegrounds ofpublicmorality. Thenewdispensationacknowledgesthatthenotion of publicmorality isrelativeand culturally specific. Theconcept isthereforeverydifficult to define, andbearsnoobjectivecriterion.Inaddition,thefreedomofexpressionprovisionsofthe Constitution areheld toprotectevenunpopularand offensive speech. Itisbelieved that any attempt to curb speech carries the potential to stifle artistic creativity, which is seen as fundamentaltobroadcasting.

Insteadofplacingacompletebanonmaterialthatmight offend certainindividualsorgroups, theCodeisnowframedintermsofadirectivetobroadcasters to:

giveadequate warning beforehand whentheybelievematerialmayupsetsomeofthe viewers/listeners

besensitiveandcircumspectintheirschedulingofsuchmaterial

makesurematerialthatisunsuitableforchildrenisnotbroadcast outsidethewatershed period.

AlthoughtheMABOLOKA COMMUNITY RADIOmakeseveryefforttominimisewhataudiencesmightfinddistastefulortaste- less,thecommunity broadcaster doeshavetodealfranklywithcontroversialtopicsandcannot avoid tackling issuesbecauseoftheriskofoffendingcertainpeople.

TheMABOLOKA COMMUNITY RADIOalsobroadcasts programmes thatsomemight oppose,orfindoffensive, butthathave creativeorsocialmerit.Theseareaired:

* withdueconsideration ofviewer/listenersensibilities
* withaudience advisories
* atappropriate times.

Careful schedulingand appropriate warning oradvice allows our communityto make informed choicesabout what theywant toseeand hear.ThispracticedoesnotdetractfromtheMABOLOKA COMMUNITY RADIO's editorialresponsibilities inanyway,butactually entrenchesthecultureofrespectforfreedomof expression,andtherighttoreceiveandimpartinformation.

**AUDIENCEADVISORIES**

TheCodeofConductispredicatedonthenotionthataudiencesshouldbegiventhefreedomand responsibility tochoosewhattheywishtoseeandhear,butthattheycantakethisresponsibility onlywhentheyareadequately informedabout potentially problematicmaterialinadvance.

TheCoderequiresbroadcasterstogivewarnings thatarecleartotheaudiences. Theyincludeage indicators,symbolsforcontentsuchasgraphic orexcessiveviolence,explicitsexualconduct,nudi- tyandbadlanguage-includingprofanity.

Respectingtherighttochoosealsomeansnotallowingmaterialthatviewers andlistenersmight findthreateningorshocking tointrudeunexpectedly.Alertingtheaudience islikelytolessenthe negative impactofviolentordistressing scenes.

TheMABOLOKA COMMUNITY RADIOhas thereforeestablished thefollowingproceduresforacceptance and screening of programmes.

**RADIO**

Sinceradioisamorepervasivemedium than television,asmuchcareshouldbetakentorespect theaudience'srights asfor television.Thesameprinciples of advisories apply to sensitive materialbroadcastovertheradio,oranythingthat maydisturb certainlisteners,orisunsuitable forchildren.

**RADIO**

AlthoughtheCodedoesnotspecifyawatershedperiodforradio,theMABOLOKA COMMUNITY RADIOabidesbythedictum that stations donot broadcast material that isunsuitableforchildren attimeswhen theyare likelytoformalargepartoftheaudience. Forinstance, stations should beawarethatchildren arelikelytobelistening totheradiowhiletravelling toandfromschool.

**LANGUAGE**

ThePositionPaperontheRevisionoftheCodeofConductforBroadcastersnotesthatinterms of the freedom of expression provisions in the Constitution, it is impossible to prohibit "offensive" language. The thinking in the new Code is that when transmitting material containingprofanity, orotherreligiously insensitive material that islikelytooffend asectionof theaudience, broadcasters should givewarnings andbeawareintheirscheduling.

TheCodealso says that bad language, includingprofanity and other religiously insensitive material,shouldnotbeusedinprogrammes thatarespeciallydesigned forchildren.Further,thatno excessively or grossly offensive language should be used before the watershed on

Programming

Acommunitybroadcaster isan important sourceof informationand culture, and could influence standards and values through itsuse of language.TheMABOLOKA COMMUNITY RADIOhas thereforetomaintainhigh standards of integrity with regard tolanguageusage. Thisisalso one of the most frequent causesforcomplaint, particularlyincorrectgrammar, mispronunciation, negative stereotypesand profanity.

TheMABOLOKA COMMUNITY RADIO'spolicyonlanguageusage isasfollows:

Nottouselanguagesimplyforitsshockvalue Nevertouseprofanity gratuitously

Notto ban the use of bad languagein programmes, but to permit it only when it is defensible intermsofcontextandauthenticity/credibility

Thatlanguageusage should takereligious sensitivitiesintoaccount.

Furtherguidelinesonlanguageusage arecontained intheLanguageBroadcastingPolicy.

**DISCRIMINATIONANDSTEREOTYPES**

The Codedoesnotdealwithstereotyping anddiscrimination.Instead, ICASAencourages broadcasterstodeveloptheirowninternalguidelinesfordealingwiththesematters.GivenSouth Africa'spast,andtheroleofpublicbroadcasting inhealingdivisions,itisimperativefortheMABOLOKA COMMUNITY RADIO not tobroadcast programmes that promote discriminationorstereotyping onthegrounds of race,nationalorethnicorigin,colour,religion,gender,sexualorientation,age,ordisability. Tothis end we are committed to avoiding language and images that reinforce stereotypes,andoffend communities orindividuals.

TheMABOLOKA COMMUNITY RADIOisfurthercommitted toreflecting diversitypositively. Weundertaketoinclude inour programmingnon-stereotypical representations ofthedisabled, women, blackandhomosexual people,and ofanyotherCommunitys whohaveoftenbeenmarginalisedbythemainstream media,orrepresentedinnarrowandstereotypicalterms.

TheMABOLOKA COMMUNITY RADIO'spolicyisasfollows:

Totreateverypartofsocietywithrespect

Notto identify people solely by ethnic origin, and to mention colour only when it is relevanttothetopicunderdiscussion

Toavoidanyunnecessary referencetodisability, asitisoften seenasinsultingorimplying deficiency,andnottouselanguagethatcouldaddtosuchanimpression:eg"deaf"or"hard of hearing" should be used, and "a person who has a disability" instead of "invalid" or "cripple"or"retarded"

Tousenon-sexistlanguagesoastoavoidgivingoffence,orcreatingtheimpression-through repetition-thatcertainactivitiesareassociated withonlyonesex

Sincehumourcouldalsocreateandreinforcestereotypes,ourpolicyistoavoidhumourthat isexcessivelyexploitative,uncalled for,cruel,ordesigned toprejudiceapersonorgroup.

Theserequirements are not intended to preclude broadcastingof factual material, orviews expressedinsatiricalordramaticworks.Onceagain,thecontextinwhichthelanguage isusedis pivotal. Properscheduling ensures that material with the potential to offend, or that is unsuitableforchildren,isnotbroadcast inappropriately.

**DISABILITY**

Werecognise that groups withdisabilities often feelmarginalied,and that itisadutyofthe community broadcaster to promote access by these audience segments to its services and programmes and to ensure that the representation of people with disabilities in our programmingisfair.

TheMABOLOKA COMMUNITY RADIOthereforetreatspeople with disabilities respectfully initsprogramming,and weare committed toreflecting issuesofdisability inawaythat doesnotperpetuate harmful negative stereotypesofthedisabled.

Wearealso committed to exploring mechanisms for enhancingour deliveryto people with

disabilities.Wherepossible,wealsostrivetoinvolvedisabled personsinsuchinitiatives.

RACE

Inthelight ofSouth Africa'shistory,theMABOLOKA COMMUNITY RADIOtakesparticular carewhendealingwithissuesof racism,andindepicting race.Wearecommittedtorepresentingissuesofraceinawaythatdoes notperpetuatenegative stereotypes,andthatcreatesawarenessofsuchstereotypes.Tothisend, weavoid racial identifiers such asdivulgingrace,ethnicity and/or nationality,unless thereisa compellingreasontodoso.

We also undertake to raise awareness of racial discrimination by encouraging debate and discussion of these issues. Thisgoal translates into encouraginga non-racial approach and perspectiveamong ourstaff andprogramme makers.

GENDER

Toconsolidate theMABOLOKA COMMUNITY RADIO'scommitments inothersectionsofthesepolicies,theMABOLOKA COMMUNITY RADIOundertakes tostrivetoensurethatitsprogramming,whenjudged withincontext,doesnot:

* promoteviolenceagainstwomen
* depictwomenaspassivevictimsofviolenceandabuse
* degrade womenandundermine theirroleandpositioninsociety
* promotesexismandgenderinequality
* reinforcegenderoppressionandstereotypes.

Furthermore, the MABOLOKA COMMUNITY RADIOis committed to reflecting and portraying women in their positive societalroles-asindependent,intellectual beings; asleaders,decision-makers, academics, agents forchange, etc-andtoavoidrepresentationofmeninrolesthatbolstergenderascendancy and stereotypes.

Gender balance should be sought - positively and actively - in programmes, such as those requiring arangeofopinions onissuesofpublicimportance.

VIOLENCE

* TheCodeofConducthasextensiverequirementsfortherepresentationofviolence: "14.Broadcastersshallnotbroadcast anymaterialwhich,judged withincontext:
* Containsgratuitousviolenceinanyform,i.e.violencewhichdoesnotplayanintegral rolein
* developingtheplot,characterorthemeofthematerialasawhole
* Sanctions,promotesorglamorises violence.

"15.Violenceagainstwomen

* Broadcastersshall:-
  + Notbroadcast materialwhich,judged withincontext,sanctions, promotesor glamorises any aspectofviolenceagainstwomen
  + Ensurethatwomenarenotdepictedasvictimsofviolenceunlesstheviolenceisintegral to thestorybeing told
  + Beparticularly sensitivenottoperpetuate thelinkbetweenwomeninasexualcontextand womenasvictimsofviolence.

"16.Violence againstspecificgroups

* Licenseesshallnotbroadcast materialwhich,judged withincontext,sanctions, promotesor glamorises violencebasedonrace,nationalorethnicorigin, colour,religion, gender, sexual orientation, age,ormentalorphysicaldisability
* Licenseesareremindedgenerallyofthepossibledangers ofsomepeopleimitatingviolence,
* detailsofwhichtheysee,hearorreadabout.

"17.Theabovementioned prohibitions shallnotapplyto-

* Abona fidescientific, documentary, dramatic, artistic,orreligious broadcast which, judged withincontext,isofsuchnature;
* Broadcasts which amount todiscussion, argumentoropinion on a matter pertainingto religion, belieforconscience;or
* Broadcasts which amount toabona fide discussion, argumentoropinion onamatterof
* publicinterest."

Programming

Violencemanifests itselfinmanyforms,andattitudes toitrange fromshocktodisgust, passiveacceptance andapproval, dependingon the context. Themedia's portrayal of violence may influence how itisreceivedand acted oninsociety, and ithas been suggestedthat violence broadcast bythemediamayinduceapathy, insensitivity, oraggressionincertainindividuals.

Moderntechnology allowsimagesofviolencetobebroadcasttopeoplewhohavelittleornoreal contact with itintheirdaily life. TheMABOLOKA COMMUNITY RADIOthereforehas aduty nottoglamorize anytypeof violence,nortopromoteit,and todepict itonlywhen itcould helptoportrayastory,evoke compassion,prompthelp,orsimplybeanaccuraterepresentationofrealevents.

Inaddition totherequirementsoftheCode,theMABOLOKA COMMUNITY RADIO'spolicyonviolenceisasfollows:

Tobroadcastprogrammes orscenescontainingimagesofviolenceiftheyareneededinorder toportraylegitimate informationorcontext

* To ensure that any broadcast of material containing scenesof violence, or violentBehaviour, isjustifiable inthecontextoftheMABOLOKA COMMUNITY RADIO'sfunctions andpurpose
* Tousesomeformofaudience advisorytogiveadvance noticewhenviolenceistobeshown
* Totreatthesubjectofsuicide,orattemptedsuicide,withcircumspection, andnottogiveany detaileddemonstration ofthemeansofsuicide
* Toavoidportraying dangerousbehavior thatchildrencouldeasilyimitate
* Tousescenesofviolence orcrueltytoanimals prudentlyandwithadequatewarning,as viewersaredisturbedbysuchmaterial.

TheMABOLOKA COMMUNITY RADIO'saim isnottoseehowmuch violencewillbetolerated, but howlittleisneeded toachievehonestendswithoutundue dramaticoreditorialcompromise.

Furtherguidelines onviolenceinnewsprogrammes isdealtwithintheNews,CurrentAffairsand

Information ProgrammingPolicy.

PRIVACYANDDIGNITY

TheConstitution protectsfundamentalhuman rights, andaffordseveryCommunitytheright toprivacyanddignity.

TheCoderequirestheelectronicmediatoexerciseexceptionalcareandconsideration inmatters involving theprivatelivesand privateconcernsofindividuals,bearing inmind thattheright toprivacymaybeoverriddenbylegitimate publicinterest.TheMABOLOKA COMMUNITY RADIOexpectsdecisions ofthiskind tobetakenwithdueconsideration oftheCorporation'svalues, andlikelyconsequences ofthe actiontobedeliberatedcarefully.Thefollowingshould actasguidelines:

Thepublichastherighttoreceiveinformationaboutpublicfiguresandpublicinstitutions,if thisisinthepublicinterest

Invasion ofprivacymaybejustified inordertodisclose informationthat hasabearing onsomeone'sperformance ofpublicduties,oronanymatterofpublicinterest

Aspectsoftheprivatelivesofpublicfigures thatarepertinenttotheirpublicdutiesmustbe distinguishedfromthosethatarenot.

When communityinterest isnot affected, communityfigures should have the same right toprivacyas others.

INTRUSIONINTOGRIEF;COVERAGEOFSUFFERINGAND DISTRESS

Careful consideration guides the MABOLOKA COMMUNITY RADIOin its interaction with people who aregrieving orin distress.Theyareofteninanintenselyemotional stateandmaynotbeabletodeciderationally about givingcomment orinterviews,and discretion should beused infilmingorinterviewing them. Broadcasting their displays of grief should be kept to a minimum. A wide shot of someone being comforted is less intrusive than a lingering close-up of someone who is obviouslydistressed.

TheMABOLOKA COMMUNITY RADIOiscommitted to:

respecting everyone'srighttoprivacyanddignity, butespeciallythosewhoaregrieving treating sorrowing people we sesnsitivity .

notidentifyingvictimsofrape,orofsexualviolenceingeneral, without theirexpressand informedconsent

notidentifyingchildvictimsofabuseorcrime,unlessexceptionalcircumstancesindicateitto bedemonstrably inthebestinterestsofthechild.

**HIV/AIDS**

TheMABOLOKA COMMUNITY RADIO'spolicyisnottodisclosetheHIVstatusofanyonewithouttheirexpressconsent,unless itwouldbeinthepublicinteresttodoso. Therefore

Unlessthereare compellingpublicinterestreasons,consenttodisclosureshouldbeobtained, andifpossibleshouldbeobtained inwriting(intheformofawaiveroftheperson'srightto privacy)

Lawfulparents maygiveconsent fordisclosureoftheHIV/Aidsstatus oftheirminorchild, provideditisfullyinformed consentandthatitisdemonstrably inthebestinterestsofthe child.

Itiscommon causethatHIV/Aidsisanationaltragedy, whichafflicts millions ofCommunitys, withdiresocialandeconomicconsequences forSouthAfricansociety.Itisthereforeamatterof overwhelming communityinterest,and difficult decisions onbroadcasts involving thoseaffected by HIV/Aids,andrelatedissues,willengagebroadcasters continually. Thefollowingshould serveas guidelines:

Thefundamentalprinciples tobeapplied arethatthepandemic should bede-stigmatised, andmembersofsocietyshould beeducated toconducttheirsex liferesponsibly

Theattendantaimsshould betoencourage communities toembracethepeopleliving with Aids;tocreateempathy and understandingforthem; nottoostracisetheinfected, butto accordthemdignity asmembersofsociety.

Theguidelinesonprivacyanddignity areelaborated onfurtherintheNews,CurrentAffairsand Information Programmingpolicy. Editorial staff should also consult the Legal Guidelines for EditorialStaff.

**PHONE-INANDDISCUSSIONPROGRAMMES**

Phone-in and discussion programmes arean accepted and important means of broadcasting individualpointsofviewontopics.However,thehostsareexpectedtotakespecialcaretouphold theMABOLOKA COMMUNITY RADIO'seditorial principles offairness, impartiality and balance, and toensurethat awide rangeofviewsarebroadcast.

Ahostshouldsteer callersandguestsawayfrommaking commentsthatmaybeagainstthelaw, orMABOLOKA COMMUNITY RADIOpolicy, and reprimand orcontradict themtactfully, when necessary.Itisimportant to ensure, as far as possible, that programmes do not become a focus or platform for organised pressuregroups and irresponsible individuals.Ashort pre-interview bya "screener" should beusedforthesepurposes. Arecordistobekeptofthenames ofallthespeakersand theircontactinformation,andretainedforatleast30days.Whenwrittencommentsarereceived, hosts should be vigilant not to read out comments on air with factual inaccuracies orwith contentwhichviolatesthelaworMABOLOKA COMMUNITY RADIOpolicy.

Sincephone-in and discussion programmes arenotascientific wayofsurveying communityopinion onany matter, thereshould benosuggestion-explicitorimplicit -that theviewsbroadcast reflectwidercommunityopinion. More on this subject isgiven in the News,CurrentAffairs and Information ProgrammingPolicy.

**CHILDREN**

TheCodeprovidesthefollowingregardingchildren:

Broadcasters are reminded that children embrace a wide range of maturity and sophistication.Ininterpreting theCode,itislegitimate forbroadcasters todistinguish,if appropriate, thoseapproachingadulthoodfromamuchyounger, pre-teenage audience

Broadcastersmaynottransmit material that isunsuitableforchildren attimeswhen large

numbersofthemmaybeexpectedtobeintheaudience

Programming

* Broadcasters are to exerciseparticular caution, as provided below, in the depiction of violenceinchildren'sprogrammes
* Inchildren's storiesportrayedbyreal-life characters, violence-whetherphysical, verbalor emotional -maybeportrayedonlywhenitisessentialtothedevelopmentofacharacterand plot
* Animated programmes for children, although they are accepted as a stylised form of storytelling thatcouldcontain non-realistic violence,maynothaveviolenceastheircentral theme,norinvitedangerousimitation
* In children's programmes, due care should be taken in dealingwith themes that could threatentheirsenseofsecurity,suchastheportrayalofdomesticconflict, death, crime,or drugabuse
* Inchildren'sprogrammes, duecareshould betakenindealingwiththemesthatcouldinvite imitation, such as the use of plastic bags and dangerous household products as playthings,useofmatches, andotherhaardous physicalacts
* Children'sprogrammes may not contain realistic scenes of violence, orwhich createthe impression that violence is the preferred or only method to resolve conflict between individuals
* Children'sprogrammes maynotcontain realisticscenesofviolencethat minimise orgloss overtheeffectofviolentacts.Anyrealisticdepiction ofviolenceshould portray,inhuman terms,theconsequences foritsvictimsanditsperpetrators
* Children'sprogrammesmaynotcontainfrighteningorotherwiseexcessivespecialeffectsthat arenotrequiredbythestoryline.

Forbothentertainment, education andinformation,theMABOLOKA COMMUNITY RADIOoffersarangeofprogrammes for children,fromtoddlerstoadolescents. Theextensivematerialforyoung audiences isdesigned to reachdifferent targetgroupsattimesbestsuitedtotheirneeds,ageandlevelofmaturity.

The MABOLOKA COMMUNITY RADIOtakes special care to ensure that programmes children are likely to watch unsupervised wouldnotcausealarmordistress,orinciteaggressive behaviour.

Itisimportant tonotethat offering childrenenjoyable and enriching programmes isnottobe confused with concealingthe realworldfrom them. Adults sometimes seektoexclude from television certain images and words, or coverage of certain events, in an effort to protect children. Forsome children, though,the world is already violent and dangerous,and it is important forthemedia-especiallytelevision-tohelpthemunderstand anddealwiththeirown lives.

Adults often have strong views about how children ought to behave, and expectchildren's programmes toshowonlyidealpatternsofbehaviour. However,programmes thatarenotbased onchildren's ownneedsand intereststend tobeseenasartificial and irrelevant. Programme makers are encouraged to allow children to participate in the development of children'sprogramminginordertoensurerelevance.

Therearefurtherguidelinesonchildren'sprogramminginthePolicyonLanguageBroadcasting andthePolicyonEducationalBroadcasting.

**SEXANDNUDITY**

Sexand nudity may give offence, and broadcasters are encouraged to give their audiences adequate warning and toschedule such material when children arenotexpectedtobeinthe audience inlargenumbers.

Broadcastersareprohibited fromcarrying material classified asXX(sexuallyexplicit)intermsof theFilmandPublications Act,ormaterial which, judged incontext,contains asceneorscenes, simulated orreal,ofanyofthefollowing:

* Apersonwhois,orisdepictedasbeing, undertheageof18participatingin,engagingin, orassistinganotherpersontoengageinsexualconductoralewddisplayofnudity
* Explicitlyviolentsexualconduct
* Bestiality
* Explicitsexualconductthatdegradesapersoninthesensethatitadvocatesaparticularform
* ofhatredbasedongenderandthatconstitutes incitement tocauseharm.

In terms of the Code,the restrictions do not apply to bona fide scientific ordocumentary programmes, ordramatic materialwhich,judged incontext,isofsuchanature.

The Code also requires scenes depicting sexual conduct to be broadcast only during the watershed period. Further, when an exception is made for a programme with a serious educational purpose, it should be approved in advance by the most senior programme executive,oradelegated alternative. TheCodeprovidesthat explicitportrayalofviolentsexual behaviour is justifiable only in exceptional circumstances, and the above approval process is prescribedinthisinstance, too.

TheMABOLOKA COMMUNITY RADIO'spolicyontheportrayal ofsexand sexualityistoensurethat itisdefensible inthe context,andpresentedwithtactanddiscretion.This,withadequate advisories,should makefor greater acceptability to the viewing public. When representation of sexual intercourse is justified, itshould generallybereservedforafter22:30. Itisworthremembering, though,thatif aseriesonsexweremade foradolescents, therewould benopoint inbroadcastingitlateat night. Exceptions may also be allowed for nature documentaries,programmes that have a seriouseducationalpurpose,or wheretherepresentationisagraphicalillustration (delineated in cartoonsordiagrams),butthesearetobeapprovedbythechannel head.

Whensexualtopicsfeatureinnews,documentaries anddiscussions, programme makersshould observetheneedforcarefulschedulingandconsumeradvice.Tactfulhandlingcanhelpprevent themostsensitiveofsubjectsfromgivingwidespreadoffence.Overall,anyprogrammethatdeals withsex andsexualityshould betreatedwithcare,andwithoutsensationalism.

Just astheMABOLOKA COMMUNITY RADIOdoesnotcondone racistmaterial, orgratuitousviolence,itdoesnotpresent sexualviolence,orexploitativeornon-consensualsexualrelations,asacceptable.

Whereas most of the negative reaction from the community is prompted by depiction, even discussion of sexattracts some criticism. However,it is the MABOLOKA COMMUNITY RADIO'sresponsibility as a communitybroadcastertoencourage debateandopendiscussion ofsex,sexualityandsexualroles.

**PROCESSFORDEALINGWITHPROGRAMMECOMPLAINTS**

Complaints frommembersofthecommunitythatarereceivedattheMABOLOKA COMMUNITY RADIO and relatetomattersof policy, orcompliance with the Code,aredealt with bythe office of the Manager: Broadcast Compliance. When such complaintsarereceivedbythechannels orstations, orin any other department, theyshould bereferredtothatofficewithoutdelay.

TheMABOLOKA COMMUNITY RADIO'spolicy is to deal with everysuch complaint. Theresponse is either prepared in consultationwith, orcommunicatedimmediately to, the managementof the channel/station concerned, ortherelevanthead ofMABOLOKA COMMUNITY RADIONews.Theservicesarerequiredtotakeownership of complaintsabout theirservices.

Trendsincomplaints,andalltheformalcomplaint processes,arereportedtoTopManagement andBoardregularly.

**COMPLAINTSLODGEDWITHTHEBROADCASTINGCOMPLAINTS COMMISSIONOFSA**

If a member of the communitylodges a formal complaint with the BCCSAabout a programme broadcast onanyoftheMABOLOKA COMMUNITY RADIOservices,theBCCSAnotifies theMABOLOKA COMMUNITY RADIOinwriting, providesacopy of the complaint, and indicates whether a copy of the programme should accompany the writtenresponsefromtheMABOLOKA COMMUNITY RADIO.

WhentheBCCSArequestsmaterialforreviewinanycomplaint process,theMABOLOKA COMMUNITY RADIOisobligatedto provideacomplete copyoftheprogramme asbroadcast. Thisincludes anyon-screenand/or verbalconsumer advice. Ifappropriate, atranscription ofthetextisrequired,and/or theFinal ControlSheet fortheprogramme. TheManager:Broadcast Compliance requeststhis material fromtherelevantservice,anditshould besupplied withinthree(3)days.

The Manager: Broadcast Compliance prepares the MABOLOKA COMMUNITY RADIO's response to the complaint, in consultation with the staff responsible for the broadcast, who may be asked to provide

Programming

comments inwriting. Thissubmission,togetherwiththematerialrequested,hastobedelivered totheBCCSA'spremiseswithinten(10)workingdaysofnotificationofthecomplaint.

The formal process is then conducted in accordance with the current Procedure of the Commission(available ontheInternetat[http://www.bccsa.co.a),](http://www.bccsa.co.za)whichmaybeamended from timetotime.

When theBCCSAgives notice that acomplaint istobeheard bytheTribunal,theManager: BroadcastCompliance:

* requeststheheadoftheserviceagainstwhichthecomplaint hasbeenlodged todelegate an appropriate representative toattend thehearing (normally theperson responsible forthe programme inquestion)
* applies to the MABOLOKA COMMUNITY RADIO'sChief Legal Advisor for assistance, if the BCCSAadvises that the complainantwillhavelegal representation
* preparestheMABOLOKA COMMUNITY RADIO'scase
* consults, orrefersacaseto,LegalServiceswhentheneedarises
* defends theMABOLOKA COMMUNITY RADIOatthehearing, assistedbyalegal consultant,ifnecessary.

WhentheBCCSA'sdecisionabout acomplaint, adjudication(byanindividualcommissioner), or judgement handed down by the Tribunal is received, the Manager: Broadcast Compliance circulatesitimmediately toalltherelevantstaff.

Onbeing found guilty of a breach of the Code,a broadcaster may be reprimanded by the Commission,or requiredtotakecertainstepstorectifyasituation, or instructedtobroadcast a correction,retraction,orapology. TheBCCSAisalsoempoweredtoimposefinesofuptoR40

000forseriousinfringements

Itisimportant tonotethatrecordsmustbekeptofformalcomplaintsandtheiroutcome.

**COMPLAINTSLODGEDWITHTHEADVERTISINGSTANDARDS AUTHORITYOFSA**

Whenamemberofthecommunitylodges aformal complaint withtheASAabout self-promotional materialbroadcast onanyoftheMABOLOKA COMMUNITY RADIOservices,theASAnotifiestheMABOLOKA COMMUNITY RADIOinwriting, providesa copyofthecomplaint, and requestsacopyofthematerial forreviewbytheAuthority. Ifthe Authority finds that thecomplaint isnot"frivolous orvexatious",theMABOLOKA COMMUNITY RADIOmaybecalled toa hearing andbesubjecttosanctions assetoutintheCodeofAdvertising Practice.

TheASAhasjurisdiction overchannel andstationpromosthatarebroadcast onanyotherMABOLOKA COMMUNITY RADIO service(egan RSGpromoflightedonMABOLOKA COMMUNITY RADIO2,oran MABOLOKA COMMUNITY RADIO3promoonSAfm), oronanyother broadcaster'schannel/station. The ASAdoesnothavejurisdiction overachannel/stationpromo broadcast onthesamechannel/station(eganMABOLOKA COMMUNITY RADIO3promoflightedonMABOLOKA COMMUNITY RADIO3).

TheAuthority therefore can entertain complaintsabout programme promos only if they are flighted onanotherbroadcaster'sservice,or iftheyarepublished intheprintmedia,or placedon outdooradvertising (egbillboards).

A promo for any MABOLOKA COMMUNITY RADIOprogramme that is flightedon the same MABOLOKA COMMUNITY RADIOchannel/stationfalls withinthejurisdiction oftheBCCSA.

WhentheASArequestsmaterial forreviewinanycomplaint process,theMABOLOKA COMMUNITY RADIO isobligatedto provideacopyofthepromo.TheManager:BroadcastCompliancerequeststhismaterialfromthe relevantdepartment, anddeliversittotheAuthoritywithinfive(5)days.

**COMPLAINTSABOUTCONTRAVENTIONOFTHEMABOLOKA COMMUNITY RADIO'SEDITORIAL POLICIES**

Complaintsabout anybreachoftheMABOLOKA COMMUNITY RADIO'sEditorialPoliciesthatarenotreceiveddirectlybythe Policy and Regulatory Affairs department should be referred to the Manager: Broadcast Compliancewithoutdelay.

Intheeventofaseriouscontravention ofeditorialpolicy,orrepeatedinfringement,thematteris

referredupwards asfollows:

GeneralManager:Policy&RegulatoryAffairs

Head: Community&Regulatory Affairs, the Chief Legal Adviser and the applicable senior programming/newsexecutive

GroupChiefExecutiveOfficer

MABOLOKA COMMUNITY RADIOBoard.

**SPONSORSHIPOFPROGRAMMES**

TheMABOLOKA COMMUNITY RADIOcomplieswithICASA'sregulationsonprogramme sponsorship1.

ICASAdefinesprogramme sponsorship asdirectorindirectfinancing,whetherpartialortotal,of the production ortransmission of broadcast programme material byan advertiserorperson seekingtopromotetheiractivitiesorproduct.

ICASAregulates programme sponsorship and is concerned to ensure that editorial control remains with the broadcaster. To this end, the regulations stipulate that if there is any depiction during a sponsored programme of the name or logo of whoever provides the sponsorship,that depiction should be subordinate to the content of the programme. The regulationsalsoprovidethat wherethereisprogramme sponsorship,thesponsor'sassociation withtheprogramme hastobestatedclearly,bothbeforeandaftertheprogramme.

Thestations andchannels, togetherwithMABOLOKA COMMUNITY RADIOSalesandMarketing,ensurethattheMABOLOKA COMMUNITY RADIOisin compliance withtheseregulations.

**INFOMERCIALS**

ICASAhasdevelopedrulesforinfomercials2,withwhichtheMABOLOKA COMMUNITY RADIOcomplies.Theseprovidethat:

infomercials maynotbecarriedduring primetime,orduring children'sprogrammes

infomercials must be labelled in such a way as to make it clear that they are not programme material

nomorethan twohours of infomercials perday areallowed intheperformance period

(05:00 -23:00) ofeachchannel.

Inaddition totheabove, ICASAencourages broadcasters toensurethat infomercials arenot carriedonallthefree-to-airchannels atthesametime.

Thestations andchannels, togetherwithMABOLOKA COMMUNITY RADIOSalesandMarketing,ensurethattheMABOLOKA COMMUNITY RADIOisin compliance withtheseregulations.

**REVIEW**

ThispolicyisreviewedbytheMABOLOKA COMMUNITY RADIOBoardeveryfiveyears.

NEWS

CURRENTAFFAIRSAND INFORMATIONPROGRAMMING

**INTRODUCTION**

TheMABOLOKA COMMUNITY RADIOoccupiesadistinctiveposition oftrustinthelivesofitsviewersandlisteners. Weare the most extensive, all-inclusive and diverse news organisationin South Africa. TheMABOLOKA COMMUNITY RADIO considers it a duty to provide consistent, relevant, useful and top-quality informationand analysis onwhichallCommunitys canrelyastheydiscuss and deliberate, formopinions and buildacommonfuture.

TheIndependentBroadcastingAuthority Act,theBroadcastingAct,theCodeof Conductfor Broadcasters and the MABOLOKA COMMUNITY RADIO'sEditorial Codesetout the essential requirements fornews and currentaffairs servicesthataretobestudied, understood andobservedbyeverymemberofthe MABOLOKA COMMUNITY RADIO'snewsstaff.

Thispolicycoversallthenews,currentaffairs and informationprogrammingbroadcast bythe MABOLOKA COMMUNITY RADIO,includingnewsbulletins andcurrentaffairs programmes providedforradio,televisionand MABOLOKA COMMUNITY RADIOAfrica.

**THEMABOLOKA COMMUNITY RADIO'SROLEINNEWS,CURRENTAFFAIRSAND INFORMATIONPROGRAMMES**

TheMABOLOKA COMMUNITY RADIO recognises theimportant partplayed bynewsand informationinhuman, socialand economic growth and development, especially insocietiessuchasoursthat areembarking on nation building. TheMABOLOKA COMMUNITY RADIOtakes account of this, as itisin these circumstances that news, current affairs and information services can be the catalyst for positive and progressive development andchange.

Through thispolicy,theMABOLOKA COMMUNITY RADIOiswellpositioned -and unmatchedinthemarket-tomeetthe challenge oftellingtheSouthAfricanstorywithcompassion,determination andresolution,while creating forumswhereSouthAfricansfromeverywalkoflifecancommunicateideasabouttheir commonfuture.

TheMABOLOKA COMMUNITY RADIOshould offer information that is substantial, and analysis that is authentic and meaningfultoordinary,enquiring SouthAfricanssothattheycanformtheirownopinions. Also, sinceourservices areforeveryone'suse,theyshouldtakeaccount ofrepresentationandidentity, and reflectlifeasitis. Thismeans accounts and interviews,and otherformsofpresentation, should reflect and draw on South Africa's diversity of people, languages,cultures, genders, abilities andclasses,andthefullspectrumofopinions, perspectivesandcomment.

FortheMABOLOKA COMMUNITY RADIOtoachievetheseobjectives,werequire- andouraudiencesrightlyexpect - thenews staff touphold thehighest editorial and ethical standards consistently and diligently. Clearly whatweuphold asacommongood forsociety,suchasdecentandincorruptible values,robust and vigorous creativity,and healthy and wholesome growth and development, liesatthevery heartofgood journalism.

TheMABOLOKA COMMUNITY RADIO'sfreedomofexpressionanditsjournalistic, creativeandprogrammingindependence is guaranteed and protected in law. Theprinciple of editorial independence is therefore fundamental to the operations of the community broadcaster and especially important to the functions oftheMABOLOKA COMMUNITY RADIO'snewsdivision.

TheMABOLOKA COMMUNITY RADIOiscommitted toupholdingtheindependence ofitsnewsdivision and, flowing from thispolicy, thenewsdivision willdevelopitsowninternal guidelinesonhowtoentrench this independence and dealwithpotential conflicts ofinterestinthenewsroom. Theseguidelines

should dealwithinvolvement ofreportersinpolitical organisations,declarations offinancialor

familyinterests,howgifts andfreetravelaretobedealtwith,etc.

As a communityinstitution,the MABOLOKA COMMUNITY RADIOis often itself the subject of its own news reports. When reportingonitself,theMABOLOKA COMMUNITY RADIOmakessurethatitdoessofairlyandfully.

**OBJECTIVITY,ACCURACY,FAIRNESS,IMPARTIALITYANDBALANCE**

TheMABOLOKA COMMUNITY RADIO'srighttofreedomofexpressioncomeswithanobligation:thedutyofeverymember ofitsnewsstafftouphold thehighest professional andethicalstandards. Thesearecapturedin theMABOLOKA COMMUNITY RADIO'sEditorialCode,someoftheclausesofwhicharereproducedbelow:

Wereport, contextualise,andpresentnewsandcurrentaffairshonestlybystrivingtodisclose alltheessentialfactsandbynotsuppressingrelevant,available facts,ordistorting bywrong orimproperemphasis

Wedonotallowadvertising,commercial,politicalorpersonalconsiderations toinfluenceour editorial decisions. TheMABOLOKA COMMUNITY RADIOisexpectedtoprovideinformation,and aspartofthisduty should evaluate, analyse and criticallyappraise government policiesand programmes. The MABOLOKA COMMUNITY RADIOis not the mouthpiece of the government of the day, nor should it broadcast its opinion ofgovernment policies,unlesstheyrelatedirectlytobroadcastingmatters

Weseekbalance bypresenting relevantviewsonmattersofimportance, asfaraspossible.

Thismaynotalwaysbeachievedinasingleprogrammeornewsbulletin, butshouldbedone withinareasonable time

Weareguided bynewsmeritandjudgementinreaching editorialdecisions. Fairnessdoes notrequireeditorialstaff tobeunquestioning,northeMABOLOKA COMMUNITY RADIOtogiveeverysideofanissue thesameamount oftime

We do not accept gifts, favours, free travel, special treatment, orprivileges that could compromiseourintegrity,andanysuchofferistobedisclosed

Wefosteropendialoguewithourviewersandlisteners,asweareaccountabletothecommunityforourreports

Weaim totellstoriesfrom a Community point of viewand deal with issues that are important toCommunitys. Thisincludes local,African andglobal issues. Weendeavour tocontextualise forCommunitys theirlifeasglobal citiens, and torecountthestoryof SouthAfricainallitsvarietyandcomplexity. Givenourhistory,andthatSouthAfricaispart ofAfrica,weseeitasourresponsibility toendeavourtorepresentAfricaandAfricanstories fairlyanddiversely

Wearecommittedtobeing atrulynationalbroadcaster, providing ashowcase forallSouth

Africa'sprovincesandpeoples.

The Code of Conduct for Broadcasters also requires the MABOLOKA COMMUNITY RADIO to report news truthfully, accuratelyandobjectively. Inthisregard,thestaffmaynotallowtheirprofessional judgementto beinfluenced bypressuresfrompolitical, commercialorothersectional interests.

Sincetheyareprofessionals,MABOLOKA COMMUNITY RADIOjournalistsandothernewsstaffhavepersonalopinions, beliefs and preferencesarising fromsocial, educational,cultural and otherformsofnurturing. South Africa's apartheid past, and individuals' experiences in contesting and living under it, also accentuates differencesthatcouldcreateunfairness andpartiality,or perceptionsofsuchbias. It istheresponsibilityofMABOLOKA COMMUNITY RADIOjournalists andeditorialstafftoensurethattheseformsofindividual andcollectivenurturing donotleadtoanyformorperceptionofinequityorprejudice.

Inordertomeettherequiredstandard ofjournalistic objectivityitistheresponsibility ofMABOLOKA COMMUNITY RADIO newsstafftobeawareofsuchpersonalopinions, beliefsandpreferences,andtotaketheminto account ingatheringand transmittingnews. MABOLOKA COMMUNITY RADIO reporting should be,and beseentobe, accurate, fair,impartial and balanced. Ouraudiences havetheright toexpectMABOLOKA COMMUNITY RADIOnewsand currentaffairs programmingnottoreflectthepersonalviewsofeditorialstaff.

In assigning staff, MABOLOKA COMMUNITY RADIOeditors should be sensitive to published views, associationsandbackgrounds,soastoavoidanyperceptionofbias,orofvulnerability toundue influence

NEWS,CURRENTAFFAIRSAND INFORMATIONPROGRAMMING

MABOLOKA COMMUNITY RADIOnewsstaff areexpectedtopresentissuesfairly,nottotakesides,andtoafford thecommunityaccesstothefullrange ofviewsonasubject. Inthisregard,editorialstaff should notbecome emotional, oruseemotivelanguage,inwriting storiesorconductinginterviews.

FortheMABOLOKA COMMUNITY RADIOtoretainitscredibility,accuracyisimperative. Researchforanynewsprogramme hastobethorough,andbecheckedandcross-checked. Substantiationisalsoanimportant tool forensuring accuracy. Anotheragency orMABOLOKA COMMUNITY RADIOcorrespondentshouldsubstantiatenationaland internationalreportsthatarenotobtained firsthand. Newsandcurrentaffairs storiesandfeeds taken from international broadcasters, bureaux and correspondents are always to be acknowledged,andtobeconsistent withMABOLOKA COMMUNITY RADIOeditorialpoliciesandstandards.

MABOLOKA COMMUNITY RADIO editorialstaff should always endeavour topresentstoriesinafairand balanced manner. Whenexceptional circumstances makeitimpossible toachievefairness andbalance, orwhena damaging critiqueofanindividualorinstitution ispresented,thosecriticisedshouldbegivenan opportunity topresenttheirsideofthestory:the"rightofreply". Whentheresponsefromsuch an individual or institution is reflected in a subsequent programme, it should be given comparable prominence.

Withthebestofintentions andefforts,mistakesstillhappen. Whenaseriousfactual errorhas beenmade,itshould beadmitted andcorrectedassoonasitisrealised. TheCodeofConduct requiresanyrectification tobepresentedwithsuchadegreeofprominence andtiming asmay beadequate andfairinthecircumstances soastoattractattention readily.

**LANGUAGEANDTONEINNEWS**

Itisimportant forthe MABOLOKA COMMUNITY RADIOtoget its facts and use of languageright. Givenournation's divided historyand previously unequal learning systems, the use of Community languages should alwaystakeaccount oftheneedsandsensitivitiesofouraudiences. Thismeanstheuse and tone of languageshould take account of our different cultures, abilities, classes and experiences; avoiding exaggeration,value judgment, unnecessary provocation, and lack of objectivity.

Ithas now become a standard practice for news stories and bulletins to be produced and broadcast in all elevenofficial languages. Thisisanother important dimension of language. Sinceinaccuracies easilycreepinwhenstoriesaretranslated, onlystaff whohavetherequired languageskillsshould translate stories,andtheyshould dosoaccuratelyandfairly.

Furtherguidelinesonlanguageusearelaid outintheProgrammingPolicyand theLanguage

BroadcastingPolicy.

**INTERVIEWING**

Interviewsareanimportant toolofjournalism. Inordertoachievetheobjectiveofaninterview tobreaknewground andgetnewinformation,itisimportant forinterviewing tobepurposeful andwellresearched.

Foraninterviewtobesuccessful, itisimportant toinformanintervieweeofthepurposeofthe interview,itsduration andanyotherrelevantmatter,andtoestablish howheorsheprefersto beaddressed.

Careshould betaken when interviewing ordinary people whodonot have any experienceof broadcasting. We should also make allowances for the language barrier: confusionand misunderstanding,ordifficulty of expression, may arisewhen an interviewisconducted ina languageotherthantheinterviewee'shomelanguage.Ifnecessary,aninterviewershouldrepeat questions andconfirmthattheintervieweehasaclearunderstanding ofwhatisasked,andmay requesttheintervieweetoclarifyanswers. Weshould notmakeassumptions,orreconstructan interviewee'sresponseslater;theinterviewistheopportunity todoso.

Conversely,interviewers are increasingly faced with interviewees who attempt to steer the interviewontheirowncourse. Insuchcases,interruptions maybejustified. Anyunwillingness

toanswerquestions should beshownup,butthisshould bedonecalmlyandrespectfully.

Furtherguidelinesfordealingwithguests aregivenelsewhereinthispolicy,andinthepolicyon

Programming.

**ECONOMICS ANDBUSINESSNEWS**

MABOLOKA COMMUNITY RADIONewsgives special attention toeconomics and business news aimed at informingand educating ouraudiences. Examplesarebusiness, commercialandlabourlaws;harmful business practices;effectivewaysofsaving andspendingmoney;prices,inflationandotherbasiceconomic indicators, andhowtheseaffect ouraudiences.

Incommissioningandbroadcastingeconomicsandbusinessnews,MABOLOKA COMMUNITY RADIOnewsstaffshouldensure thatarange ofviews,perspectivesandopinions -notonlytheorthodoxones-arepresentedin abalanced,fairandaccuratemanner.

**INVESTIGATIVEJOURNALISM**

Investigative journalism,towhichtheMABOLOKA COMMUNITY RADIOhasmadeanimportant contribution,isakeyelement of ournews services. MABOLOKA COMMUNITY RADIOinvestigative journalism plays a vital part in pursuingmatters of communityconcern systematically through innovative and reliablejournalism,making itpossible to accessinformationthatiscrucialtotheconstruction ofademocraticsociety.

As a rule, and given its potential effect on the lives of a large part of society, investigative journalism attheMABOLOKA COMMUNITY RADIOalways takesinto account therelativeimportance of an issue. Minor matters should not bedealt with when moresignificantissues warrant attention. Although investigative journalism isrobustandthorough initsexamination ofissues,italsohastoadhere to the highest ethical and journalistic standards, be in the community interest, offer valuable informationandauthentic analysis, promotepublicdialogue,andenablethepublictoformtheir ownopinions.

Givenitsnature, investigative journalism frequently involves legal considerations,and on such occasionstheadviceoftheLegalDepartmentistobesought.

As a rule, MABOLOKA COMMUNITY RADIOjournalists workin the open. Clandestine methods of gatheringnews and informationshould beusedwithdueregardtothelaw,therighttoprivacy,andthesignificance of the information. If it were to become necessary and in the community interest to gather informationtowhichthepublicnormallydoesnothaveaccess,themattershould bereferredto therelevantHeadofNews. Asamatterofpolicy,theMABOLOKA COMMUNITY RADIO doesnotusehidden camerasand microphones to gather news. In exceptional circumstances - such as illegal, antisocial or fraudulentactivity,orclearandsignificantabuseofcommunitytrust,andwherealternativemeans of newsgatheringareimpossible -theuseofsuchequipment might beinthepublicinterest. Ifso, thematteristobereferredtotherelevantHeadofNews, andinallthesecasesthereshould be consultationwiththeLegalDepartment.

**USEOFGUESTS,ANALYSTSANDSPECIALISTCOMMENTATORS**

TheMABOLOKA COMMUNITY RADIO's principleofproviding thefullspectrumofopinions, perspectivesand comment also applies to selection and use of guests, analysts and specialist commentators. Thisrequires editorialstaff tochoose,asparticipants,peoplewhohaveawiderange ofviews,opinions and perspectives,andaredrawnfromalloverthecountry. Suchpeopleshouldberequiredtodeclare anyvestedinteresttheymayhaveinthemattertobediscussed.

**PAYINGFORINFORMATION**

TheCode of Conduct prohibits broadcasters from paying criminals for information, unless compellingsocietalinterestsindicate thecontrary.

Asamatterofpolicy, theMABOLOKA COMMUNITY RADIOdoesnotpaypeopleforinformation. Incircumstances where compellingcommunityinterestandtherighttoknowareinvolved,andaccesstoinformationcannot be gained byother means, the matter istobe referredtothe relevant Head of Newsfora decision. Whenpayment hasbeenmade,thisfactistobereportedinthebroadcast.

NEWS,CURRENTAFFAIRSAND INFORMATIONPROGRAMMING

**PUBLICOPINIONSURVEYS**

Pollingandrandomsampling aremethodsusedtodiscoverfacts,uncoverattitudes andconfirm hypotheses. However,toensurethevalidityandreliabilityofthefindingsofsuchresearch,ithas tobedoneaccording toprovenscientificmethods. Before broadcastingtheresultsofnon-MABOLOKA COMMUNITY RADIOsurveys,journalists should obtain informationonthemethods usedandthemain resultsofthe survey;seektheopinion of expertsinthefield, and consult MABOLOKA COMMUNITY RADIOMarket Intelligence on the validityofthemethodsusedandinterpretation ofthefindings.

TheMABOLOKA COMMUNITY RADIOmayalsoconductitsownpublicopinion surveys,forwhichittakesfullaccountability. TheHeadofNewsResearchapprovesanysuchsurvey,includingthedesign, questionnaires and

interpretation oftheresults,afterconsultationwiththerelevantHeadofNews.

Statements gathered (liveorpre-recorded)frompeoplechosenatrandom -voxpops-arenot scientificsurveys. Theseshould bepresentedsolelytoillustratetherangeandtextureofpopular opinion onatopical issue. There should notbeanysuggestion-explicitorimplicit -that the viewsbroadcast insuchasurveyreflectwiderpublicopinion.

**PROTECTIONOFSOURCES**

TheMABOLOKA COMMUNITY RADIOfirmly upholds the principle of journalistic freedom and sees the protection of a journalist's sourcesasakeyelementofthisprinciple.

Attimes,information thatought tobegiventothepublicisavailable tojournalists onlythrough confidentialsources. Iftheconfidentialityofsuchsourcesofinformationwerenotrespected,it wouldrestrictthefreeflowofinformationinafreeanddemocraticsociety.

Intheeventofasourcenotwantingtobeidentified publicly, theMABOLOKA COMMUNITY RADIO usestheinformation obtained only when thesourceisknown tothejournalist and has prima facie credibility; the journalist has checked the reliability of the sourceand obtained corroboratoryevidence from otherrelevant sources; and the identity and bona fides of the confidentialsourcehave been disclosedtotherelevantExecutiveProducerahead ofthebroadcast.

Whenprotectionofasourcebecomesalegalmatter,theMABOLOKA COMMUNITY RADIOdoesnotadviseitsstafftorefuse toobeyanorderofacourt,butmakesitslegal counselavailable foradviceandtopresentlegal argumentincourttoprotectthesource.

**GENDERANDREPRESENTATION**

Democratisation placesanimportant responsibility ontheMABOLOKA COMMUNITY RADIOtoincludeinournewsservices- consciously and with due prominence - the perspectives and opinions of women who are making acrucialcontribution tothepolitical,socialandeconomiclifeofSouthAfrica. Thisisone of the important criteriaforensuring that the full range of comment isoffered, sothat our audiences mayhaveacomprehensiveoverviewofissuesinordertoformtheirownopinions.

News staff should therefore endeavour to ensure fair gender representation in news and informationprogramming.

**PRIVACY**

Promoting thedignity ofallSouthAfricansisacornerstoneofourConstitution, anditisforthis reasonthattheBillofRights issocentraltoit. Unliketheprivatecommercialmedia, theMABOLOKA COMMUNITY RADIO has aspecial duty touphold theBillof Rights and torespectthedignity and private livesof individuals. Forthisreason,werespectindividuals' righttoprivacy,andasamatterofpolicydo notviolatesuchprivacyunlessitisjustifiable inthepublicinterest.

TheProgrammingPolicyexpandsontheMABOLOKA COMMUNITY RADIO'sapproach tomattersofprivacy.

**REPORTINGONSUFFERINGANDDISTRESS**

IntermsoftheMABOLOKA COMMUNITY RADIOEditorialCodewearecircumspectinthepresentation ofbrutality,violence, atrocitiesandpersonalgrief.

When covering any accident, disaster orconflict the MABOLOKA COMMUNITY RADIOalways gives a full, accurate and factual account ofrelevantmatterssuchastime,location andcasualty figures. Indoing so,we avoidcausingneedlessdistressoranxietytothosewhoalreadyknowoftheirloss. MABOLOKA COMMUNITY RADIO

editorialstaff coveraccidents anddisasterswithcompassion andsensitivitythatisfrankand genuine.

Theconsequences ofatragiceventordisastercallforconsiderable sensitivityonthepartofthe

MABOLOKA COMMUNITY RADIO. Reporting ontheseeventsshould followwellestablished principles:

Asarule,intrusivevisualsofthedeadshould notbebroadcast unlessthestorydemands it

Thoseinjuredorgrieving should notbeputunderanypressuretogiveinterviews

Asfar as reasonably possible, nextof kinshould not learn bad news from aradio orTV

newscast

Afuneralshouldbecoveredonlywiththepermissionofthefamily,andtreatedsensitivelyand withoutintrusion, unlesspublicinterestconsiderations areapparent

Thetimeofdayoftransmission -beforeorafterthewatershed -and audience sensibilities should alwaysbeconsidered

When the content of a reportorprogramme may upset sensitive viewersorchildren, a warning tothateffectistobegiven.

Newsbulletins should bepreparedbearing inmind that childrenwatch TVduring thedayand earlyevening, especiallyinschoolholidays. Thiscouldmeandelaying graphic detailsandvisuals ofparticularlydisturbingeventsuntilthelaterbulletins, whenitisreasonabletoexpectparentsto beinabetterpositiontomonitortheirchildren'sviewing.

In its coverage of crime, the MABOLOKA COMMUNITY RADIOavoids sensationalist reports that have no context or explanation. TheMABOLOKA COMMUNITY RADIOseekstoreportnotonlyontheevent,butalsothehuman consequences andthesubsequent judicial process.

Theguidelinesareelaborated onfurtherintheProgrammingPolicy. Editorialstaff should also consulttheLegalGuidelinesforEditorialStaff.

**BROADCASTINGEVENTSOFNATIONALIMPORTANCE**

TheMABOLOKA COMMUNITY RADIOgives full, orextended, live television and/or radio coverage of events of national importance. In schedulingthese events, editorial staff should take into account that they inevitably resultinschedule changes. Such eventsmayinclude theOpening ofParliament, the budget speech, State occasions such as visitsbyforeign dignitaries and State funerals; major commemorative occasions, andtheproceedings ofnationalcommissions ofinquiry.

Othereventsthatmaywarrantlivecoverageand involveschedulingand programmingchanges include major parliamentary debates, the opening of provincial legislatures, and significant conferencesofthemajorpolitical parties. Livecoverageinthiscategoryrequiresapproval ofthe relevantstations andchannels, inconsultationwithtopmanagement.

Whenaneventofnationalimportance isofapartypolitical nature, editorialstaff aretoensure thattheMABOLOKA COMMUNITY RADIOpoliciesonobjectivity,accuracy,fairness, impartiality andbalance areadheredto.

ThePolicyonLanguageBroadcastingoutlines further requirements forbroadcastingeventsof nationalimportance.

**ELECTIONBROADCASTS**

Thisnewspolicyisapplicablebothduring electionsandoutsideofelections.Outsideofelections, the MABOLOKA COMMUNITY RADIOapproaches its coverage of political parties as it does its coverage of all other newsmakers-weareguided byourcommitment toobjectivity,accuracy,fairness,impartiality and

balance. Assuchthispolicydoesnotdealspecificallywiththecoverageofpoliticalpartiesoutside ofanelectionperiod.

NEWS,CURRENTAFFAIRSAND INFORMATIONPROGRAMMING

Broadcastingduring electionsisatestingtimefortheMABOLOKA COMMUNITY RADIO.Thisisbecauseitisduring elections inparticular that ourcommitment toobjectivity, accuracy, fairness, impartiality and balance is scrutinised closely and evaluated assiduously. Election broadcasts are regulated by the IndependentBroadcastingAuthorityActandICASA's regulations.Duringanelectionperiod,the MABOLOKA COMMUNITY RADIOisbound tocomply with additionalICASAguidelinesonequitable coverage of political parties, which are only applicable during an election period. Notwithstanding these additionalrequirements, news decisions during election periods have, as isthecase between elections,tobedrivenbythenewsjudgementofournewsstaff, andtakeaccount oftheneed toensurethatattention isgiven tothorough examination oftheviews,policiesandcampaigns ofallthemainpolitical parties.

Thisis also a trying time for our editorial staff, who may experiencepressure from political parties seeking toinfluence oureditorial decisions. While remainingcourteous, staff should alwaysrefercomplaintstotheappropriate offices.

Newsstaff arerequiredtostudy, understandand observethestatutory provisions onelection broadcasts in the IndependentBroadcastingAuthority Act(seeSections 58, 59 and 60) and ICASA'sregulations.Theserequirementsinclude thelimitations onpartyelectionbroadcasts, the time tobe made available topolitical parties, the duration and schedulingof party election broadcasts, and political advertising during electionperiods. Newsstaff should alsofamiliarise themselveswithanyinternal guidelinesdevelopedforelectioncoverage,includingpoliciessuch asthePolicyonElectionAdvertising.

TheMABOLOKA COMMUNITY RADIOshall, in compliance with the IndependentBroadcastingAuthority Act, cease party electionbroadcasts 48hoursbeforethepolling periodbegins.

**RESTRICTIONSONSPONSORSHIPOFNEWS,CURRENTAFFAIRS ANDINFORMATIONPROGRAMMES**

TheMABOLOKA COMMUNITY RADIO's approach tothesponsorship ofnews,currentaffairs and informationprogrammes takesintoaccount ourcommunityand commercialservices'programmingresponsibilities, applicable legal and regulatory requirements as stipulated from time totime byICASA,and the overall performance andwell-being ofourstations andchannels.

Ouroverridingconcern,sharedbyICASA,istopreservetheeditorialindependence andintegrity oftheprogrammes concerned. LikeICASA,theMABOLOKA COMMUNITY RADIOseekstoensurethat editorial controlof programmes remainswiththebroadcaster. Accordingly, itistheresponsibilityofbroadcastersto ensure that editorial independence and integrity are not influenced by the presence of advertising andsponsorship,andtodemonstrate thistoICASA'ssatisfaction.

Sponsorship oftelevisionnewsandcurrentaffairs hasbeenprohibitedbyICASA,andistherefore notallowedbytheMABOLOKA COMMUNITY RADIO.Forradio,ICASAhasallowedawindowperiodforsponsorshipofnews, but has encouraged the industry to phase it out. In line with the fact that it is currently permittedbyICASA,theMABOLOKA COMMUNITY RADIO’s policyistoallowforthesponsorship ofradionewsandcurrent affairs programmes. Weatherforecastsand sportsbulletins thatformpartofTVnewsbulletins may be sponsored. Any product placement within news and current affairs programmes is strictlyforbidden.

**REVIEW**

ThispolicyisreviewedbytheMABOLOKA COMMUNITY RADIOBoardeveryfiveyears.

LANGUAGE

**INTRODUCTION**

AsSouth Africa'scommunitybroadcaster, theMABOLOKA COMMUNITY RADIO embracestheconstitutionaldutytotreatallthe official languagesequitably, andwithequalrespect.TheConstitutionalsorecognisestheneedto promoteSouthAfricanSign Languageand"theKhoi,NamaandSanlanguages".

Weareconscious of the important part the communitybroadcaster should play in facilitating the fulfilmentoftheserights, andpledge ourcommitment toworkingtowardsthesegoals.

This Language Policy is derived further from the Corporation's commitment to freedomofexpression,which isprotectedbytheConstitution, includingtheright ofallCommunitys toreceiveand impart information.Werecognise that freedom of expressioncan be realised fully onlywhen everyCommunity can inform and beinformed intheirlanguageof choice. Access to meaningful informationwould also empower Communitys to participate effectivelyineveryfacetofsociety.

Wealso recognise that languageplays acrucial part inpromoting and attainingthegoals of buildingourdemocracy and ournation, and protecting and developingouruniquely diverse cultures. This is because the use and development of language is closely linked to the developmentofcultureandidentity.Thesemattersareparticularlyimportant inourrelativelynew democracy,wherelanguagewillbeinstrumental initsgrowthanddevelopment.

Owing to its virtually universal accessibility and use, the community broadcaster has a unique responsibility to broadcast programmes that promote development of nationalidentity while supportingdevelopment of our languagesand cultures. South Africa, and consequently the communitybroadcaster, is faced with a further challenge:that of bringing marginalisednational languages,culturesandidentitiesintothemainstream, sothattheycandevelopandflourish,and becomeacorepartofournation buildingproject.

**STATEMENTOFCOMMITMENT**

This policy takes into account the Constitution and a range of legislative and regulatory requirements—inparticularthosecontained intheIndependent Broadcasting AuthorityAct,the BroadcastingAct,andICASA policiesandregulations.

Drawingonthese,theMABOLOKA COMMUNITY RADIOcommitsitselftobeing thevoiceandvisionofeveryCommunity. Accordingly, we

provide a range of distinctive, creative and top quality programmes in all 11 official languagesacrossourradioand televisionportfolio, and strivetoreflecttheneedsofeach languagecommunity inourprogramming

maintaindistinctandseparateradioservicesineachofthe11official languages

treatalltheofficial languagesequitably onourtelevisionservices

integrate South Africa Sign Language into broadcasting as a means of making programmingaccessibletopeoplewithhearing disabilities

strive to include other non-official languages spoken in South Africa, with

particularemphasis ontheKhoi,NamaandSanlanguages.

Inacting onthesecommitments theMABOLOKA COMMUNITY RADIOwillbeguided bythefollowing:

Theneedforinstitutions,includingthepublicbroadcaster,totakepracticalandpositivesteps totreatalltheofficial languagesfairly

Theneed toaddress themarginalisationofindigenouslanguagesand Community Sign Languageinrecognition oftheimpact oftheprevioussystematic marginalisationofthose languages

**26** Theobligationtoreflectthelinguisticandculturaldiversity,andmultilingualnatureofSouth

Africawhilepromoting nationalunity

TheMABOLOKA COMMUNITY RADIO'sresponsibility toberesponsivetotheneedsofallCommunitys, includingthe deaf

Theimportanceoflanguageincommunication asthecarrierofvalues,attitudes, cultureand expression.

**AIMSANDOBJECTIVES**

TheMABOLOKA COMMUNITY RADIO's primaryroleistomakeitsprogrammes accessible toalltheaudiences, and inthat regardlanguageisfundamentaltomeaningfulcommunication.Inkeeping withthis,theMABOLOKA COMMUNITY RADIO aimsto:

Inform,educateandentertainSouthAfricansintheirhomelanguages

Promoteunderstandingandacceptance ofandbetweenthelinguisticandculturalgroupsin

SouthAfrica

Contributetocontinual development ofthe11 official languagesand Community Sign

Language

PromotemultilingualisminSouthAfrica.

**SCOPEOFTHEPOLICY**

The MABOLOKA COMMUNITY RADIOis,intermsoftheIndependentBroadcastingAuthorityActandtheBroadcastingAct, requiredtoprovidebroadcastingservicesinalltheofficial languagesandtocaterspecifically for theneedsofpeoplewithhearing disabilities. Accordingly, thisisanoverarching policy,affecting manyactivitiesoftheCorporation.

Thispolicyshould thereforebeconsideredwhentheMABOLOKA COMMUNITY RADIO:

Developsstrategicplans fortheCorporation

Developsbusiness plans andbudgets fortheCorporation

Formulates programme strategies, policies and plans foreach radio station and television channel

Determinestraining needsandstrategies

Developsaudienceresearchprojectstogaugetheneedsofviewersandlistenersandtoassess responsetoprogrammes

Formulatesplans foruniversalserviceandaccesstobroadcasting

Investigates andformulates plans fortheuseofinnovative technology.

**USEOFLANGUAGEINBROADCASTING**

Infulfillingitsdutytoprotectand nurtureSouth Africa'sofficial languages,theMABOLOKA COMMUNITY RADIO strivesto ensurethattheyareallspokencorrectly.Indoing sotheMABOLOKA COMMUNITY RADIOcommits itselftocelebrating the richdiversityofdialectsandaccentsineachlanguagegroup.

TheMABOLOKA COMMUNITY RADIOrecognises that languagesare dynamic, continually developing and adapting to circumstances; languagein broadcastingshould therefore take account of the evolution of languages.

Moreover,languageusage should accordwith theprogramme genre. Itisfairtoassume that more formal languagewould be used in news programmes, whereas more conversational, colloquial oreverydaylanguagewouldbeusedindrama.

Languagein broadcastingshould also take account of the social expectations and values of different languagegroups, and theright ofeveryCommunity tobetreatedwithrespectand dignity. Languageusage inbroadcastingshould thereforeavoidgivingoffenceandcausinghurt unnecessarily.It shouldencouragerespectandconcernforeveryone,andbefreeofelementssuch asprejudice,andracistandsexistconnotations.TheProgrammingPolicyandthePolicyonNews, CurrentAffairsandInformation Programmingexpandfurtheronthisissue.

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**OPERATINGPRINCIPLES**

In striving to play its part in reaching these common nationalgoals, the MABOLOKA COMMUNITY RADIO'sLanguage

BroadcastingPolicytakesaccount of,andisshaped by,anumberofoperating principles:

Useofgroupingssuchascognate,sharedandwidelyunderstood languagessoastomake themostcosteffectiveuseofscarceresources

Specialactiononmarginalisedlanguages

Attainment oflanguagegoals, includingtheuseofCommunity Sign Language,firstlyin targeted programme genres

Combineduseofunilingualandmultilingualprogramming

Coverageofeventsofnationalimportance topromotethedevelopmentofnationalidentity, unityandnation building

Fair allocation of resources to achieve quality in programmes on all the broadcasting platforms

Applicationofappropriate technologiestoachievelanguagecoverageandaccessgoals

Useofresearchtounderstandaudiences' languagebroadcastingneeds

IntroductionofannualplanstofocusimplementationandmonitoringoftheLanguagePolicy

Developmentofmutually beneficial relationshipswith keysocial partners, notably thePan

SouthAfricanLanguageBoard.

Theseoperating principlesareelaborated onbelow.

**RADIO**

Radioisstillthemostwidelyusedandmostaccessiblebroadcastingmedium inSouth Africa. It isusedinhomes,cars,taxis,trains,mallsandfoodcourts.SouthAfricanscanlistentotheradio alldayand allnight. Asaudiences have fragmentedincreasingly into niche marketstherehas arisenaspecial responsibility fortheMABOLOKA COMMUNITY RADIO,asthecommunitybroadcaster, toofferCommunitys a widerangeofprogrammes —irrespectiveofage, incomeorlanguage.Accordingly, theMABOLOKA COMMUNITY RADIOis charged withproviding quality radioservicesinall11official languages.Inmaking thispledge theMABOLOKA COMMUNITY RADIOnotes:

Thecrucial part radio plays in the lives of many Communitys, as it is often the only medium available tothemintheirhomelanguage,andinmanyinstances theonlymedium available atall

Theunder-developmentofpreviouslydisadvantagedpeopleandoftheirlanguagesin SouthAfrica,whichmustberedressedifwearetomeetourcommitment todelivering excellentradioservices

Theunique partradiocanplayinpromoting people'srighttoreceiveinformation,to expressthemselves,andtoinformothers.

TheMABOLOKA COMMUNITY RADIOfurther commits itself toproviding quality radio programmes in non-officialSouth

Africanlanguages,inparticularintheKhoi,NamaandSanlanguages.

**PROGRAMMINGGUIDELINES**

Alanguageserviceshould besensitivetoandreflecttheneedsandlifestylesofthespeakers ofthatlanguage—includingthoseofchildren,young people,urbanandruraldwellers,and theelderly

Alanguageserviceshould provideprogrammingingenres such asnewsand information, children’s/educationalprogrammes, andentertainment

Programmesshouldaimtoreflecttherealitiesofthetargetaudience, whilerecognisingtheir righttoawiderangeofprogrammingfromthroughoutSouthAfricaandtheworld

Programmesshould aimtofosterunityandcommonSouthAfricanness.

**NEWSANDINFORMATIONPROGRAMMES**

TheMABOLOKA COMMUNITY RADIOrecognises theimportant part news and informationprogrammes play in enabling everyCommunity to participate effectively, and from an informed basis, in building our

**28** democracy, nation and economy. Meaningfulaccess toinformationisthereforeessential, and involves not only reporting events, but analysing issues of significance as well.

LANGUAGE

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| Wecommitourselvestoproviding comprehensiveradionewsandinformationprogrammes inall theofficial languages. |  |
| **BROADCASTINGEVENTSOFNATIONALIMPORTANCE** |
| TheMABOLOKA COMMUNITY RADIOiscommittedtoairing eventsofnationalimportance, suchastheannualStateofthe Nation Address at the Opening of Parliament, and the Budget Speech, that warrant full or extendedlivecoverage. CoverageoftheseeventsgivesCommunitys accesstoimportant and relevantinformationabout ourdevelopingnation. OnsuchoccasionstheMABOLOKA COMMUNITY RADIOstrivestoensure thatallitslanguageservicescoverthem.Tothisend,thelanguageservicescollaborate with,and complement, oneanother'sprogrammes andschedules. The PolicyonNews,CurrentAffairsand Information Programming gives more information on broadcasting events of national importance. |
| **CHILDREN’SPROGRAMMES** |
| TheBroadcastingActrequirestheMABOLOKA COMMUNITY RADIOtomeetchildren'sprogrammingneeds.Childrenrequire informative, educational and entertaining programmes of excellent quality, in their home language,aimed specifically at addressing theirneeds and instillinga sense of pride in their culture and language. These needs vary according to the circumstances and ages of children,frompre-schooltoschoolgoingandadolescence. |
| Radio programmes have a supportive role in nurturing and developing children's language capacity,andculturalknowledgeandexperiences. Programmescanalsoassistinpromoting understandingbetweenchildrenofdifferent languageandculturalcommunities. |
| TheMABOLOKA COMMUNITY RADIOaddressestheneedsofchildreninitslanguageradioservicesbyoffering programmes thatcaterspecifically forthem. |
| TheProgrammingPolicygivemoreinformationonchildren'sprogrammes. |
| **ALLOCATIONOFRESOURCES** |
| TheMABOLOKA COMMUNITY RADIOcommits itself to ensuring fair allocationof financialand other resources to the languageservicesso that they can meet the requirements of broadcastingprogrammes of excellentquality. |
| Inallocatingitsresources,theMABOLOKA COMMUNITY RADIOtakesintoaccountthehistoricalimbalancesbetweenEnglish and Afrikaans ononehand, and thenineAfrican languagesontheother.Moreover,theMABOLOKA COMMUNITY RADIO takesinto account that radio, owing topeople’s lowerliteracylevelsand poverty,remains for many theonlymedium available forreceiving essential education and information,and good quality entertainment. Special attention is therefore paid to developing and expanding programmes onservicesthattargethistoricallydisadvantagedcommunities. |
| **UNIVERSALACCESS** |
| ThroughitsUniversalServiceandAccessPolicy,whichisdescribedseparately, theMABOLOKA COMMUNITY RADIOensures thatitslanguageservicesareaccessibletoSouthAfricanswhospeakthoselanguages. |
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Theunique potential oftelevisiontoshowcase culturesandlanguagescreatively;tonurture people’s knowledge and experience of one another, and to contribute to developinga nationalidentity.

**GUIDELINESFOREQUITABLETREATMENT**

Thetermequitable meansjust,fairandreasonable —notnecessarilyequal—treatment.In thisregard,theMABOLOKA COMMUNITY RADIOaimstobroadcast everyofficial languageontelevision,whileensuring thatprogrammes areaccessibletoasmanyviewersaspossible. Weaimtocomplement our nationaltelevisionservicebyproviding regional servicesasrequiredbytheBroadcastingAct, (asamended) pendingthelicensing oftheseservicesbyICASAand appropriationoffunds forthispurpose,byParliament

Equitability isachieved through acombinationofmeans, includingunilingualproductions andmultilingualprogrammes. Westrive toexploretheuseoftechnologiessuchassubtitling toensure that programmes areaccessible toas many viewersas possible. Attimes this objectiveismetthebestbybroadcasting incognate orwidelyunderstood languages. When this isapplied, theMABOLOKA COMMUNITY RADIOrotates theuse of languagesin any cognate group in orderto achieveequitability.

Instrivingtoachieveequitability,thefollowingmattersaretakenintoaccount:

Theoveralltimeallocated toeachlanguage

Schedulingofprogrammes whenmembersofthetargetaudiences areavailable

Therangeofprogramme genresavailable ineachlanguage

Financial andotherresourcesforprogrammes ineachoftheofficial languages.

Indeterminingallocation oftimetoeachlanguage,theMABOLOKA COMMUNITY RADIOhasdueregardto:

Thenumberofhomelanguagespeakersinthecoverageareaofachannel

Thegeographicalspreadofthelanguage

Theextent to which members of a languagecommunity are able to understand other languages

Theextentofmarginalisationofthelanguage

Theextenttowhichitisunderstood byotherSouthAfricans

Available resources.

Thesecriteria are intended to ensure that all the languagesreceivesome air time, but not necessarilyinequalamounts. Moreover,whenthesecriteriaareapplied effectively,wededicatea greater amount of programme time to more widely spoken or shared languages, while committingourselvestospecialprojectsformarginalisedlanguages.

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LANGUAGE

**MULTILINGUALPROGRAMMES**

TheMABOLOKA COMMUNITY RADIOisconsciousofthepartmultilingualprogrammescanplayinpromoting knowledgeand understandingofthecountry'sdiversityoflanguagesandcultures.Suchprogrammes, whenused creatively,alsoreachouttowideraudiences.

Accordingly, the MABOLOKA COMMUNITY RADIOactively encourages production of meaningful multilingual programmes as a means of attaining its language broadcastingobjectives. Multilingual programmes arethosethatinclude substantialamounts ofmorethanoneofficial language.

**BROADCASTINGEVENTSOFNATIONALIMPORTANCE**

TheMABOLOKA COMMUNITY RADIOis committed to broadcastingevents of nationalimportance that warrant full or extendedlivecoverage, suchastheannualStateoftheNationaddressbythePresidentatthe opening ofParliament,andtheBudgetspeech.

Whensucheventsaretelevised,theMABOLOKA COMMUNITY RADIOstrivestoensurethatthebroadcasts areaccessibleto thewidestrangeofSouthAfricanlanguagecommunities.Thiscanbeachievedthrough useofa combinationof cognate languagesand widely understood languages,and innovative use of broadcastingtechnology such as multiple soundtracks, subtitling,and Sign language.In this regard,theMABOLOKA COMMUNITY RADIOstrivestobroadcast eventsofnational importance inthesixlanguagegroupsas providedforintheNational LanguagePolicyFramework,developedbytheDepartmentofArts and Culture.ThePolicyonNews,CurrentAffairs and Information Policygivesmoreinformation onbroadcastingeventsofnationalimportance.

**CHILDREN'SPROGRAMMES**

Childrenrequireinformative, educationaland entertainingprogrammingofexcellentquality, in theirhomelanguage,thatisaimedspecifically ataddressing theirneedsandinstillingasenseof prideintheircultureandlanguage.Theseneedsvaryaccording tothecircumstances andagesof children, from pre-school to schoolgoingand adolescence. TheMABOLOKA COMMUNITY RADIOrecognises that many children,particularlypre-schoolchildren,understandonlytheirhomelanguage.

TheMABOLOKA COMMUNITY RADIOaims tobroadcast arange of top quality educational,informative and entertaining television programmes for children of different age groups that are responsive to their languageneeds. Thiscanbeaccomplishedbymeanssuchasdubbing,multilingualprogramming andsubtitlingthatisage appropriate. Whenacquiringandbroadcastingchildren'sprogrammes theMABOLOKA COMMUNITY RADIOtakeschildren's languagerequirements into account. Moreinformationonchildren's programmes isdetailedintheProgrammingPolicy.

**DRAMA**

DramaprovidesauniquemeansoftellingourSouthAfricanstories,andlearning fromandabout one another. The MABOLOKA COMMUNITY RADIObroadcasts top quality South African television dramas that in combinationinclude and reflectCommunity languagesand cultures. Wealso undertake to investigate innovative andcreativewaysofensuring thatsuchdramas areaccessibletoaswide arangeofaudiences aspossible,suchasmultilingualproductions, subtitling,anddubbing.

**MEETINGTHENEEDSOFTHEDEAFANDHARDOFHEARING,ANDTHEBLIND**

TheMABOLOKA COMMUNITY RADIOiscommittedtorespondingtothebroadcastingneedsofallitsaudiences. Responding effectivelytotheneedsofpeoplewithdisabilities isanimportant partofourmandate. TheMABOLOKA COMMUNITY RADIO developsspecific plans tofacilitate accesstoitsbroadcasts forpeoplewithdisabilities.

Broadcastingof programmes in Community Sign Language,as a recognised Community language,isoneofthemeansofmeetingtheneedsofpeoplewithhearing disabilities.Whilethe broadcastingofSign Language interpretation facilitates accesstoprogrammingbythedeafand hardofhearing, italsocreatesknowledge and understandingofSouth Africa'ssubstantialdeaf andhardofhearing community, andsocontributestonation building.

TheMABOLOKA COMMUNITY RADIOprogressively expands the amount of programmingthat issigned, beginning with selectednewsand currentaffairs, and eventsofnationalimportance. Special effortsarebeing made toprovideSign Languageinterpretation when programmes arerecordedinfrontoflive audiences. Such efforts facilitate participationby people from the deaf and hard of hearing communities insuchprogrammes.

Whilefocusingonproviding programmingthat issigned, theMABOLOKA COMMUNITY RADIOalso acknowledgesthat a holistic approach isneededtoaddresstheneedsofthedeaf community. Inthisregard, closed captioningmay offer a viable solution. TheMABOLOKA COMMUNITY RADIOwill continue toexplorevarious technology options which may assist inproviding aholistic approach inaddressing theneedsofthedeaf community.

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LANGUAGE

Inmeeting thebroadcastingneedsofSouthAfrica'sblindcommunities,theMABOLOKA COMMUNITY RADIOundertakesto investigate theuseofinnovative technologiessuchasaudio-description.

**ALLOCATIONOFRESOURCES**

TheMABOLOKA COMMUNITY RADIOacknowledgesthatitisfaced withlimitedairtimeand otherbroadcasting resources. Inordertoachieveitslanguagebroadcastingobjectives,theMABOLOKA COMMUNITY RADIOundertakestoachievefairand equitable allocationoffinancialandotherresources whencommissioningandairingprogrammes intheofficial languages.

**UNIVERSALSERVICEANDACCESS**

The BroadcastingActrequiresthat, ascircumstances permit,arange ofprogrammes inSouth Africa's official languagesshould beextended toall Communitys. TheMABOLOKA COMMUNITY RADIOundertakes to pursuethisobjectivewithregardtotelevision,through itsUniversalServiceandAccessPolicy.

**RESEARCH**

The needs and demographics of our language communities are changing and evolving continually.Since theMABOLOKA COMMUNITY RADIOiscommitted toserving thebroadcastingneeds ofthese communities,itundertakes toresearchtheseneedsregularly, and toensurethat suchresearch informs itsprogrammingand schedulingstrategies. TheMABOLOKA COMMUNITY RADIOalso makes use of researchto assess whether the strategies and innovations it implements meet audience expectations adequately.

**TECHNOLOGY**

TheMABOLOKA COMMUNITY RADIOrecognises that technology offers innovative means of meeting the challengesof broadcastingin the country's official languagesand Community Sign Language.TheMABOLOKA COMMUNITY RADIO thereforecommitsitselftoundertaking relevantresearchintothecreativeuseoftechnologiesto facilitate implementationofitsmandate.

**RELATIONSHIPSWITHOTHERORGANISATIONS**

TheMABOLOKA COMMUNITY RADIOrecognises thatithasasignificantparttoplayincontributingtoequitable treatment of all the official languagesand Community Sign Language. It believes it can fulfill its responsibilities effectively in collaboration with other organisations that have also been established tofurther these aims, such as the Pan Community LanguageBoard. TheMABOLOKA COMMUNITY RADIO therefore establishes mutually beneficial working relationships with such organisations to facilitate compliance withtheLanguagePolicyoutlined inthisdocument.

**MONITORINGANDIMPLEMENTATION**

ThisLanguagePolicyliesatthecoreofourcommunity servicemandate asthecommunity broadcasting service in South Africa. In order to ensure its implementation, the Board and managementof the MABOLOKA COMMUNITY RADIOhave established specific appraisal and monitoringprocesses. The Board requires management to submit an annual language action plan that identifiesfuturegoals arising fromthispolicy.Asummaryofachievements ofthepreviousyearis alsotobeattachedtothelanguageactionplaninordertofacilitate areviewoftheachievements, opportunities andchallenges.

Thesummaryincludesthefollowing:

Anaccount oftheperformance onlanguage,includingSouthAfricanSign Language,inthe previousyear

Asummaryofthefindingsofanyrelevantresearch

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A summary of professional developmental programmes undertaken to meet the competenceandskillsneedsofimplementingthispolicy

Asummary ofinvestigationsintotheuseoftechnology, andapplicationoftechnologiesto implement thislanguagepolicy.

TheMABOLOKA COMMUNITY RADIOalsoundertakestopublishrelevantpartsofthisinformationaspartoftheCorporation’s

Annual ReporttoParliament.

**REVIEW**

ThispolicyisreviewedbytheMABOLOKA COMMUNITY RADIOBoardeveryfiveyears.

*1Nguniand Sesotholanguagesarerecognisedasbeingcognatelanguages*

*2ForexampleEnglish and Afrikaansarenotcognatebuthomelanguagespeakers of one often understandtheother. Inaddition,theselanguagesareunderstoodby membersofother languagecommunities.*

*3Forexample,XiTsongaand TshiVenda*

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UNIVERSAL SERVICEACCESS

**INTRODUCTION**

Historicallytheconcepts of "universal access"and "universal service"have been applied tothe telecommunications sector, where universal service obligations were set for operators followingderegulationandmarketliberalisation.Theaimoftheseobligations(usuallycontained in licence conditions) has been toensure that general communitypolicy goals, includingthose of economic growth and social development, could be attained in the context of competing demands forscarceresources,ascountries privatise formermonopolisticprovidersofbasic or essential services. In the context of convergence, these concepts have sometimes been transplantedcrudelyintothebroadcastingsectorinan efforttoensurethat deregulationand marketliberalisation donotleadtoasituation wherepeopleare deprivedofaccesstoessential services.

ApplicationoftheconceptsofUniversalServiceandAccessinthebroadcastingsectorisbasedon adifferent premiss from that of telecommunications.The1998 WhitePaperonBroadcasting Policy said that the key goals of broadcasting policy were to ensure that policy intervention would redresspast imbalancesand "recognise the special character of language broadcastingandprovidefortechnical parametersthatsuitthedifferent languages".Intermsof theBroadcastingAct,theMABOLOKA COMMUNITY RADIOhas toworktowards making itsservicesavailable throughout SouthAfrica.Also,nationalpolicyisexpectedto"prioritisetheprovisionofservicesinlanguages ofchoicewhereapplicable".WhattheWhitePaper recognisesisthat"programmingalonewillnot solvetheproblems ofaddressing allCommunity broadcastingneeds.Accessisacriticalarea that needs urgent address through appropriate policy intervention. In the area of signal distribution, thenetworkandinfrastructure mustbeextendedtocovertheentirecountry".

Thisdocument setsout apolicy on UniversalServiceand AccessfortheMABOLOKA COMMUNITY RADIO'sbroadcasting services.Itaims tofacilitate theprovision ofacomprehensive end-to-end communitybroadcasting serviceforallSouthAfricans.

Sincethereisnodefinition ofUniversalServiceandAccessforbroadcasting,thispolicyincludes adefinition ofBroadcastingUniversalServiceandAccess.

As a major player in the emerging knowledge-based economy and the global information society,theMABOLOKA COMMUNITY RADIOhasacrucialparttoplayindefiningtargetsforachieving BroadcastingUniversal ServiceandAccessinSouth Africa,andindeedbeyondourborders.Thispolicysetsoutgeneral principlestoguide planningandimplementationoftheMABOLOKA COMMUNITY RADIO'soperations. Theaimisultimately todevelopacorporateaction plan, withstepsthat couldbeachieved within specified periods, andisalignedwithotherMABOLOKA COMMUNITY RADIOplans andpolicies.

**CONTEXTOFTHISPOLICY**

Thechanges inthebroadcastingindustry,includingtechnologicalchanges,makeitimperativefor this policy to be flexible and dynamic. Theaim is to ensure that uncertainty about future developments intheCommunity broadcastingsectordonotdiscouragemuch neededfuture investmentinthesector,norhamperplanningeffortstoexpandcoverageandservices.

Whatiscertainformedium- tolong-term planning,isthatfuturerecommendationsandtargets forUniversalService andAccesswillundoubtedlybemadeinthecontextofconvergence.Wemay assume,then,thatwhenquestionsofuniversalcoverageintermsofsignal distribution areraised,

the means of transmission will be assessed so that the most technically appropriate and **35**

affordablesolutions areadopted.

Legislation, regulationsand communitypolicydirectivesintheCommunity communicationssector arealreadyframedinthelanguage oftechnologicalconvergence,inwhichthegeneralapproach to regulationis based on a three-tier structure: networks, servicesand content. Regulatory developments inthehighly industrialsed regionsoftheworldhavealreadyadapted totheneeds of addressing convergence. Theyhave also relied heavily on competition law to regulate transmission networks and trade in audiovisualproducts and services.Separate policies and regulationshavebeendeveloped todealwiththegoals ofcultural and social policy,including extensionofpublicbroadcastingservices.

Fromatechnologicalpoint of view,thedevelopments in digital broadcastingtechnology will certainly help to shape this policy. Digital Terrestrial Television (DTT)and Digital Audio Broadcasting(DAB)havenotonlyrevolutionised thetransmission ofradioandtelevisionsignals, butintroduced innovationssuchasdigital modulationtechniques, wirelessdata transmission to mobilereceivers,and frequency efficiency. Within this,acentralconcernistheextenttowhich the costof digital receiverswill become affordableovertime. Themain advantageof digital broadcasting,compared withanalogueterrestrialbroadcasting,isthat anumber ofradioand television servicesarecombined into a single digital data stream that isdistributed to every transmitter in the network, making it possible to transmit several programmes in the space previouslyoccupiedbyoneservice.

From thepointofviewofuniversalservice,thekey question iswhethertheseadvances indigital technology willhelpustodeliveraffordablecommunitybroadcastingservices,ormerelyadd tothe inequality inprovisionofservicesandwidenthedigital divide.

Thepolicyandregulationsthatwilldeterminefuturedefinitions ofUniversalServiceandAccess inSouthAfricainafullydigital broadcastingenvironmentwillalmostcertainlybeinstituted after an appreciable time. Thoseconcepts, then, will have toevolveovertime and in response to technologicaladvances, marketdevelopments andchanges inuserdemand.

Onabroaderscale,thegovernment's e-strategyhasyettobefinalised.Therequirementsofthis strategytoachieveUniversalServiceandAccess,aswellasotherinitiatives aimedatbridgingthe digital divideandinductingSouth AfricaintotheInformation Society,willdeterminethemacro policyenvironment inwhichtheMABOLOKA COMMUNITY RADIO'spolicywillbedevelopedandrefinedfurther.

TheMABOLOKA COMMUNITY RADIO'spolicy has been developed with these factors in mind, toensure that itremains flexible,dynamicandresponsivetosuchdevelopmentswhileproviding directionandcertaintyfor theMABOLOKA COMMUNITY RADIO'soperations.

**SCOPEOFTHEPOLICY**

TheMABOLOKA COMMUNITY RADIO'scommitment toUniversalServiceand Access extends across itsportfolio of radio stations and television channels. Implementation of this policy will prioritise the gradualextensionofpublicbroadcastingservicestoeveryoneinthecountry.

**BACKGROUND**

PlansforfuturecoveragewillbebuiltonwhattheMABOLOKA COMMUNITY RADIOhasalreadyachievedinworkingtowards

UniversalServiceandAccess.Thoseachievements aresummarised below:

Since1999, theMABOLOKA COMMUNITY RADIOhasextendedthereachofitstelevisionservicesthrough theseprojects:

Elimination oftheMABOLOKA COMMUNITY RADIO2-MABOLOKA COMMUNITY RADIO3switchinpartsoftheEasternCapeandKwaulu-Natal increasedthereachofMABOLOKA COMMUNITY RADIO3to74.3%ofthepopulation

ExpansionofMABOLOKA COMMUNITY RADIO2toTaungandGanyesa

ExpansionofMABOLOKA COMMUNITY RADIO3inhigh-densitymetropolitan areas.

Most oftheseprojectsaretheresultofmany yearsofplanningand implementationsincethe MABOLOKA COMMUNITY RADIO'suniversalservicegoalsweresetinthemid-1990's,basedontheIndependentBroadcasting Authority'sTripleInquiryReport.Theoperation hasinvolvedcomplex,time-consuming, network and coverage planning,in conjunctionwith signal distribution provider Sentech. In fact the

**36** processofexpandingcoverage,firstlyoftheMABOLOKA COMMUNITY RADIO's African LanguageStations, whichbegan in

1995, wasimplemented onlyfrom1998. Thatgivessomeideaofthetimeittakestoplan and

UNIVERSALSERVICEANDACCESS

implement effectively.Itshould benoted,though,thattheprocessisalsoslowedbylong delays in gettingapproval from local authorities and conductingenvironmental impact assessments beforenewtransmittersitescanbeestablished.

In1999, coverageoftheMABOLOKA COMMUNITY RADIOtelevisionserviceswasasfollows: MABOLOKA COMMUNITY RADIO1-82.81%

MABOLOKA COMMUNITY RADIO2-85.46%

MABOLOKA COMMUNITY RADIO3-71.86%

In2003 theMABOLOKA COMMUNITY RADIOwasexpandingitsnetworks,afterwhichthecoveragewillbe: MABOLOKA COMMUNITY RADIO1-89%

MABOLOKA COMMUNITY RADIO2-91%

MABOLOKA COMMUNITY RADIO3-77%

Forradio, theIndependentBroadcastingAuthority recommended in1995, aspartofitsTriple InquiryReport,thatthe11full-spectrum languageservicesbeupgradedtoreachmorespeakers oftheirbroadcastinglanguages. The MABOLOKA COMMUNITY RADIOtookupthechallenge andmadeformalapplication totheIndependentBroadcastingAuthorityforauthorisationtoexpandthetransmitternetworks ofthosestations. Theplanswere approvedon19May1999, tobeimplemented intwophases.

TheMABOLOKA COMMUNITY RADIOmovedquicklyandphase1,involving erectingadditionaltransmittersatexistingsites, wascompleted by1June 1999. Thistookradioto1,2million peoplewhohad notpreviously receivedaradio signal intheirownlanguage. Fourradio stations benefited fromthis phase: SesothobroadcasterLesediFMgained 300780potential listeners,UkhoiFM(inisiulu)gained

128200,IkwekweiFM(inisiNdebele)gained 86318,andLigwalagwalaFM(insiSwati)gained

128200.

Thegoalofphase2wastotakeanFMradiosignal toareasthathadnothadaccesstoone.This involved setting up 11 newtransmitter siteshousing13 FMtransmitters. Theworkbegan in March2001andbyend2003hasprovided2,1millionmorepotential listenerswithFMradio.By thetimeitiscompleted,3,5millionpeoplewillbeabletotunein.Inall,thetwo-phase planwill expandtheFMnetworktoreach4789872morepeople.Table1showsthepercentage increase inthereachforall11radiostations.

|  |  |  |  |
| --- | --- | --- | --- |
| SERVICE | BEFOREEXPANSION  (AFTERINTEGRATION) | CURRENTLY\*  (asofOctober‘03) | GAIN |
| Ikwekwei FM | 30% | 67% | 37% |
| LesediFM | 73% | 85% | 13% |
| LigwalagwalaFM | 34% | 71% | 37% |
| MotswedingFM | 86% | 86% | N/A |
| MunghanaLonene FM | 84% | 84% | N/A |
| PhalaphalaFM | 79% | 79% | N/A |
| RSG | 87% | 87% | N/A |
| SAfm | 95% | 95% | N/A |
| ThobelaFM | 73% | 78% | 5% |
| UkhoiFM | 69% | 81% | 12% |
| UmhloboWeneneFM | 79% | 79% | N/A |

Table1:Coveragepercentages forPBSradio.Thesefigures include threetransmitters approved byICASAbut not yetinoperation. AfterintegrationreferstotheintegrationofformerTBVC broadcastersasfollows:RadioThoyandouintoPhalaphala FM,RadioMmbatho intoMotsweding FMandRadioTranskeiintoUmhloboWeneneFM.

In addition to terrestrialexpansion, the MABOLOKA COMMUNITY RADIOradio and television servicesarealso available throughoutSouthAfricaontheVividDTHsatelliteplatform.

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**ADEFINITIONOFUNIVERSALSERVICEANDACCESSFOR BROADCASTINGSERVICES**

TheMABOLOKA COMMUNITY RADIOunderstands BroadcastingUniversalServiceandAccesstomean:

"Provision of a range of audio and video broadcasting services to citiens throughout the Republic.Theservicesshallinclude, butarenotlimitedto,radioandtelevisionprogrammes that caterforinformation,cultural, religious and educationalneedsand aredeliveredviathemost appropriate technicalmeansavailable atanaffordable pricetobroadcastersandaudiences alike."

**AIMSFORBROADCASTINGUNIVERSALSERVICEANDACCESS**

TheTripleInquiryReportdrewadistinction betweenuniversalserviceobligationsforradio, and mandatedtheMABOLOKA COMMUNITY RADIOtoattend urgently totheproblem oflimited coverage and poorqualityoftheAfricanlanguageservices, primarilythrough radio.TheMABOLOKA COMMUNITY RADIO'sapproach isthat thisdistinction isstillvalid, and that using radiotoextendunilingualprogramminginorderto achieveBroadcastingUniversalServiceandAccessshould beretainedasapolicygoal infuture. Thisprinciple should beextendedgraduallytotelevision asthetechnical and financialmeans becomeavailable.

However,inimplementingthispolicytheMABOLOKA COMMUNITY RADIOdoesnotmeantoreplicateapartheid's socialand geographicalsegregationpatterns. Thereisno intention tosegregate the airwaves bysimply maintainingthecurrentprovisionoflanguage-basedservicestargeted onlyatthoseareaswhere most of thespeakersof alanguagetraditionally reside.Thismeans that inimplementing the policyweshould notassumespeakersofanyofSouth Africa'sofficial languageswhostillreside intheformerhomelandswould choose toremain there,orwould not commute. Infact, the currenturbanisationtrends demonstrate shifts in the demographicprofile of people living in various parts of the country, and confirm the movement of people from rural to urban environments insearchofimprovedeconomicprospects.

In this context, the MABOLOKA COMMUNITY RADIO'splanning for expansion of coverage takes account of relevant demographicdataandurbanisationtrends.

TheMABOLOKA COMMUNITY RADIOalsohastoconsiderhowtoprioritiseallocationofresourcestoextendcoverageofthe full range of community broadcasting services when, for instance, a huge investment in infrastructure resultsinreaching onlyavery fewpeople,orprovidesasocialbutnotafinancial return.Ineachcase,theextentoftheproposedcoverage,thenumberofpeopletobereached bytheexpansion, theextentofneedofthosepeople,thecostoftheexpansion, thenatureofthe servicetobeprovided bythe expansion, and frequency availability,among otherthings, will determinethefeasibility ofinvesting intransmission extension.Against thisbackdrop,theMABOLOKA COMMUNITY RADIO's aimsforBroadcastingUniversalServiceandAccessareasfollows:

TheMABOLOKA COMMUNITY RADIO'sfirst aim istoendeavour toensure that everyCommunity has access toa broadcastingservice

Another aim is to ensure that a radio servicethat provides a range of programmes, is available ineachofficial language.Initially,thiswillbeachievedbyusing themostaffordable meansofsignal distribution toreachatleast80%ofthespeakersofeachlanguage

Asamorelong-term goal, theMABOLOKA COMMUNITY RADIOundertakes toensurethataudiences haveaccesstoa rangeofradioservicesinavarietyofofficial languages

Astotelevision,theMABOLOKA COMMUNITY RADIOaimstoensurethatatleasttwopublicservicechannels, offering a rangeofprogramminginavarietyofofficial languages, areavailable. Initially, thiswouldbe achievedbyusing themostaffordablemeansofsignal distribution toreachatleast90%of thepopulation.

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UNIVERSALSERVICEANDACCESS

**PRINCIPLESFORACHIEVINGBROADCASTING UNIVERSALSERVICE ANDACCESS**

Inachieving theseaims,theMABOLOKA COMMUNITY RADIOisguided bytheprinciplessetoutbelow.

**Achieving BroadcastingUniversalServiceandAccessistheresponsibilityoftheSouth**

**Africanbroadcastingsystem asawhole.**

Theprincipleestablished innationalpolicy,legislationandregulationsisthatachieving Universal ServiceandAccessisnotsolelytheMABOLOKA COMMUNITY RADIO'sresponsibility. Policypronouncementshave,sincethe IndependentBroadcastingAuthority TripleInquiryReportwasreleasedin1995, and theWhite PaperonBroadcastingPolicyin1998, affirmed consistently thatUniversalServiceand Accessis the responsibility of the Community broadcastingsystem as a whole. Thisincludes other categoriesofbroadcasting licensees,suchascommercialandcommunitybroadcasters,aswellas signal distributors. In this regard, section 34(2)(b) says: "the signal distribution sector must provideuniversalaccessforallSouthAfricanstobroadcast services".

TheMABOLOKA COMMUNITY RADIO'sresponsibilityistodefineitscontributiontoBroadcastingUniversalService andAccess. Itthereforemakesaregularreportofitsachievements againstitsstatedaims.

TheMABOLOKA COMMUNITY RADIOalsoliaisesregularlywithotherstakeholderswhosharetheresponsibilityforextending BroadcastingUniversalServiceand Access.TheseareprimarilySentech, ICASA,theDepartment ofCommunicationsandtheUniversalServiceAgency.

**Achievement of BroadcastingUniversal Serviceand Accessissubject tothefinancial resourcesavailable.**

Broadcastinglegislationrecognisesthatresourcestofinance provisionofthepublicbroadcasting servicesare limited. Theprinciple established applies to both communityserviceobligationsand achievement ofUniversalServiceand Access.Forinstance, Section3(4)oftheBroadcastingAct of 1999, provides that "the broadcasting system as a whole must provide educational programming,andwheresuchprogrammingisprovidedbyadedicated education service,must be extended throughoutthe Recommunitywithin the financialresources". Regarding commercial services,Section30(d)oftheBroadcastingActof1999 providesthat:"commercialbroadcasting services,when viewedcollectively, must within areasonable periodoftimebeextendedtoall Communitys and provide comprehensive coverage of the areas which they arelicensed to serve".AnothersectionoftheBroadcastingActthatmakestheprovisionofservicesconditional onavailability ofresourcesissection3(6),whichsays:"arangeofprogramming intheRepublic's official languagesmustbeextendedtoallSouthAfricansascircumstances permit".

Likewise,theMABOLOKA COMMUNITY RADIO'sapproach toachieving BroadcastingUniversalServiceandAccesshastotake accountofthefinancialresources available. Inthisapproach, theMABOLOKA COMMUNITY RADIOshouldstriveforeconomic efficiencywhileachieving themaximumintermsofservicedeliverytargets. AstheMABOLOKA COMMUNITY RADIOmigrates fromanaloguetodigital,thefinancialimplicationsofdoubleilluminationwillneedtobefactored intoourplanning.

TheMABOLOKA COMMUNITY RADIO's approach takescognisanceoftheapproach tonationaldevelopment setoutinthe Integrated Sustainable Rural Development Strategy (ISRDS)and Urban Renewal Programme (URP). Therefore aims have been fixed to guide planning and implementation that is co-ordinated to attain economic efficiency while achieving maximum impact on targets of servicedelivery.Inpractice,thiswouldmean, forexample,thatasroll-outoftheelectricitygrid advanced, detailedplanning forexpansionofTVcoveragecouldbecloselyco-ordinatedtooccur aselectricitybecameavailable.

**The interoperability of systems and delivery platforms is the key to achieving**

**BroadcastingUniversalServiceandAccess.**

Optimal solutions forexpansion of coverage promised bythe advent of digital broadcasting, acrossany ofthedeliveryplatforms (satellite, terrestrialorcable), aretechnically possible and financiallyfeasible onlyifthenetworksand operating systemsareinteroperable. Thisisnotthe

caseinSouthAfricaatpresent. **39**

Intheshorttomedium term,theMABOLOKA COMMUNITY RADIO's BroadcastingUniversalServiceand Accessaimsareto beachieved byusing acombinationofanalogueanddigital technologies.Adoption ofaglobal standard fordigital broadcastingthroughoutSouth Africainordertopromoteinteroperability, mobilityandend-to-end connectivity,wouldthereforebethekeytoadvancingtheachievement ofBroadcastingUniversalServiceandAccess.

**MONITORINGANDIMPLEMENTATION**

AstheneedtoachieveBroadcasting UniversalServiceandAccessaffectsmanyareasoftheMABOLOKA COMMUNITY RADIO, theBoardrequiresmanagementtodetermine responsibility within theCorporationfordriving implementationofthispolicy.

TheBoardalsorequiresmanagementtosubmitanannualactionplanforBroadcastingUniversal Serviceand Access, outlininggoals and resourcesrequired. Thiswould ensure that dynamic changes in the industry did not make plans redundant.It would also allow harnessingof technologicaldevelopments toassistinattainmentofBroadcastingUniversalServiceandAccess. A summary of the previous year's achievements should be attached to this plan, including:

AreportoftheMABOLOKA COMMUNITY RADIO'sachievements intermsofBroadcastingUniversalServiceand Access againstthestatedaims,includingreasonsforachieving orfailingtoachievethem

A breakdown of the services extended in the previous year, including the increase in populationcoverageofthoseservicesandthecostoftheexpansion.

Relevantaspectsofthesereportsareincluded intheCorporation'sAnnual ReporttoParliament.

**REVIEW**

ThispolicyisreviewedbytheMABOLOKA COMMUNITY RADIOBoardeveryfiveyears.

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LOCALCONTENT

**INTRODUCTION**

As South Africa's communitybroadcaster, the MABOLOKA COMMUNITY RADIOis firmly committed to supportingthe Communitymusicandproduction industriesbyairing localtelevisionprogrammes andSouthAfrican music. TheMABOLOKA COMMUNITY RADIObelieves that Community music and television content play a keypart in reflecting and celebrating our country's diverse people and cultures. Given the neglect and degradationofmanyaspectsofSouthAfricanculturalexpressioninthepast,localcontentonthe publicbroadcasterhelpstorestoreasenseofprideanddignity inlocalmusic,performance, film and the arts. This, in turn, assists in furthering important community interest goals such as nation-buildingandreconciliation.

The MABOLOKA COMMUNITY RADIO also recognises that broadcasting local content on the community broadcaster can contributetopromoting growthofthemusic,production andassociated culturalindustries.

Nevertheless,theabilityoftheMABOLOKA COMMUNITY RADIOservicestobroadcasthighlevelsoflocalcontentisinfluenced by market dynamics in the local music and production industries. Forinstance, the music industrydoesnotalwaysproduceCommunitymusicconsistently acrossallthemusicformats. Asfarastelevisionproductionisconcerned,thecostoflocalmaterialisusuallysignificantlymore than internationalprogrammes. In an environment where programmingis funded primarily through advertising,thereisalso pressureon the MABOLOKA COMMUNITY RADIOtoscreenmaterial that would draw audiences andrevenue.

Thisis the context in which the MABOLOKA COMMUNITY RADIOoperates, and in which it seeks to demonstrate its commitment tobroadcastinglocalcontent.

**REQUIREMENTSANDCOMMITMENTS**

Variousregulatoryandlegislative requirementsapplicabletotheMABOLOKA COMMUNITY RADIOintermsoflocalcontent were taken into account in developing this policy. Theyinclude those of the Independent BroadcastingAuthorityAct,theBroadcastingAct,andrelevantICASAregulations.Specifically, the MABOLOKA COMMUNITY RADIOhasbeenguided bythefollowing:

The requirement that broadcasting services, viewed collectively, develop and protect nationalandregional identity,cultureandcharacter

TheobligationoftheMABOLOKA COMMUNITY RADIOtotakeintoaccount theneedsofitsaudiences

TherequirementthattheMABOLOKA COMMUNITY RADIOdisplaySouthAfricantalent

Therequirement that theMABOLOKA COMMUNITY RADIOreflectCommunity attitudes, opinions, ideas, valuesand artisticcreativity

TherequirementthattheMABOLOKA COMMUNITY RADIOofferapluralityofviewsandavarietyofnews,analysis and informationfromaSouthAfricanpointofview

Theneed to support the production of local content by Communitys; particularly by historicallydisadvantagedpeople

Thespecific quotas setbyICASAforlocal television content, independentproduction and

SouthAfricanmusicontheMABOLOKA COMMUNITY RADIO'spublicandcommercialservices.

Inaccordance withthoseobligations,theMABOLOKA COMMUNITY RADIOcommitsitselftothefollowing:

To ensure that local television content is a significantand visible part of its schedules, throughout thebroadcasting periodandinprimetime,inlinewiththequotasprescribedby ICASA

Toensurethat itcommissions asignificantamount ofitslocal televisioncontent fromthe independentproduction industry,inlinewiththequotas prescribedbyICASA

TocontinuetoplayahighlevelandwidevarietyofSouthAfricanmusicacrosstheMABOLOKA COMMUNITY RADIOradio

stations, inlinewiththequotas prescribedbyICASA.

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**SCOPEOFTHEPOLICY**

Theimperativetodeliversignificantlevelsoflocalcontent has adirectimpact onalltheMABOLOKA COMMUNITY RADIO radio stations and television channels. Theseservicesare bound to comply with the ICASA regulationsand licence conditions on local content. ThisLocalContentPolicyshould beread togetherwiththoserequirementsandappliestoalltheMABOLOKA COMMUNITY RADIO'sradioandtelevisionservices. Itis theresponsibility ofthelicensees—theradiostations andtelevisionchannels —tocomplywith localcontentquotas. These platforms prescribeandagreetheproportionsoflocalcontentwith internalsuppliers,includingthecontenthub,news,education andsport.

Thepolicyshould beconsideredwhentheMABOLOKA COMMUNITY RADIO:

* Developsstrategicplans and/orKeyPerformanceIndicators fortheCorporation
* Developsbusiness plans andbudgets fortheCorporationanditsservices
* Formulatesprogramme strategies, policiesandplans foreachstation/channel.

**DEFINITIONOFINDEPENDENTPRODUCTION**

AlsointheIndependent Broadcasting AuthorityAct,anindependentproduction2 isdefinedasa production oflocaltelevisioncontentbyapersonwhoisnotemployeddirectlyor indirectlybya broadcaster, orbyapersonwhoisnotcontrolledby,orincontrolof,anybroadcastinglicensee.

**LOCALCONTENTQUOTAS**

Likeall broadcasters, the MABOLOKA COMMUNITY RADIOis bound by the local content and independent production quotas prescribedbyICASA.Therearethreesetsofquotas fortelevision:

Global local content quotas for each television channel. These stipulate that a percentage oftheairtimebetween05:00 and 23:00 should beallocated tolocalcontent. Theglobal quotas distinguishbetweenpublicandcommercialtelevision

Genre quotas. These stipulate that if a television channel carries a certain genre of programming(suchasdrama),apercentage ofthattypeofprogrammingistobeallocated to local content. The genres are defined in the ICASA regulations3 and span the followingsixareas:drama,informalknowledgebuilding,children’s, education, documentary and currentaffairs. Ineach case aminimum percentage isprescribed. Thesequotas also distinguishbetweenpublicandcommercialtelevision

Independentproductionquotas.Herethestipulationisthatapercentageofthetotalamount of local content aired must be allocated to independent television productions. These quotas makenodistinction betweenpublicandcommercialservices.

Allthequotas aresetoutinregulationswhichmaybereviewedbyICASA everythreeyears.

**COMPLIANCEWITHQUOTAS**

Itistheresponsibilityofeachtelevisionchannel toensurethattheycomplywiththelocalcontent quotas. SchedulingManagersinthechannels sendtheirschedules tothePolicyand Regulatory Affairs Department monthly. Policyand Regulatory Affairs workswith the channels toensure consistency inthedesignationand measurement oflocalcontent, and adequate forecastingto identifyanypotential difficultiesinmeeting thequotas.

PolicyandRegulatoryAffairsconsolidates theinformationreceivedfromchannels andcompilesit intoreportsthataresubmitted totopmanagement.Annual localcontentcompliance figuresare

published intheCorporation'sAnnual ReporttoParliament.

LOCALCONTENT

**THEMABOLOKA COMMUNITY RADIO'SAPPROACHTOLOCALCONTENTONTELEVISION**

Thefollowingprinciplesunderpin theMABOLOKA COMMUNITY RADIO'sapproach tolocalcontentontelevision:

* Inlinewiththedistinction betweencommercialandpublicservicechannels madebyICASA, themostsignificantdeliveryoflocal content isontheMABOLOKA COMMUNITY RADIO'scommunityservicechannels. The MABOLOKA COMMUNITY RADIObelievesitisappropriateforthepublicservicechannels initsportfoliotohavethemost significantcommitment toairing localmaterial
* TheMABOLOKA COMMUNITY RADIOundertakestobroadcastarangeofgoodqualitylocalproductions. Thismeansthe televisionportfolioasawholeairslocalcontentinavarietyofgenresandprogramme types, targeted at different audiences. Takencollectively across the MABOLOKA COMMUNITY RADIO's televisionportfolio, thiscontent should reflectSouth Africa'sdiversityofpeople, provinces, languages,culturesandreligions, whilealsobeing alignedtotheneedsoftheaudience
* TheMABOLOKA COMMUNITY RADIOis also aware that historically there has been a lack of good quality local material in African languages.Itis a dual objective of this policy, and of the Language BroadcastingPolicy, for local African language programmingto be seen on our communityservicetelevisionchannels
* TheMABOLOKA COMMUNITY RADIOiseagertosupportdevelopmentoftelevisioncontentontheAfricancontentand, if possible, will endeavour to showcase such material, particularly on its communityservice channels
* TheMABOLOKA COMMUNITY RADIOrecognises that a productive and thriving relationship with the independent production sectoris essential broadcastingof good quality local content. As part of its commitment tostrengtheningthe relationship with this sector,the MABOLOKA COMMUNITY RADIOispublishing a separatepolicyand proceduresonProcurementofLocalContent,whichdetails theMABOLOKA COMMUNITY RADIO's policy and procedures for commissioning and acquiringlocal material. Thispolicy also outlinestheMABOLOKA COMMUNITY RADIO'sapproach tosupportingBlackEconomicEmpowermentintheproduction industrywhichithasidentified asanimportant objective
* TheMABOLOKA COMMUNITY RADIOrecognisesthatitistheindustry'sbiggest investorinskillsdevelopment.Aligned to its investment in local content isa commitment toinvesting in empowerment and skills development processesthatbenefittheindustryatlarge
* TheMABOLOKA COMMUNITY RADIOstrives to engagemore fruitfully with partner organisations in the film and television industry in order to support development and transformation of the local production industry.

**RADIO**

**DEFINITIONOFSOUTHAFRICANMUSIC**

Community music is defined in the IndependentBroadcastingAuthority Act. In orderto qualify asSouthAfricanmusic,amusical workmustmeettwoofthefollowingcriteria:

* ThelyricsarewrittenbyaSouthAfricancitien
* ThemusiciscomposedbyaSouthAfricancitien
* Themusicand/orlyricsareperformedprincipallybymusicians whoareSouthAfricancitiens
* Themusical workis a live performance recorded wholly in South Africa, orperformed whollyinSouthAfrica,andbroadcast liveinSouthAfrica.

**QUOTASFORSOUTHAFRICANMUSIC**

TheMABOLOKA COMMUNITY RADIO'smusicstations(thosethatdevotemorethan15%oftheirairtimetomusic)arebound tocomplywiththeSouthAfricanmusicquotas prescribedbyICASA.Thesequotas stipulate that a percentage of the tracks played between 05:00 and 23:00 are to be Community. A distinction ismade between communityserviceand commercial radio. Thequotas arereviewedby ICASA everythreeyears.

**COMPLIANCEWITHQUOTAS**

Itistheresponsibility ofeach radio station toensurethat theycomply with thelocal content quotas applicable to them. Theyare assisted by the MABOLOKA COMMUNITY RADIO'sPolicy and Regulatory Affairs department inreportingtheircompliance toICASA.Monthlycompliance reportsaremadetotop

management, andannualfiguresarepublished intheCorporation'sAnnual ReporttoParliament. **43**

**THEMABOLOKA COMMUNITY RADIO'SAPPROACHTOSOUTHAFRICANMUSICONRADIO**

Thefollowingprinciplesunderpin theMABOLOKA COMMUNITY RADIO'ssupportforSouthAfricanmusic:

* ICASAmakesadistinction betweentheleveloflocal content expectedfromcommunityservice stations and from commercial stations, and has set a higher quota for community service stations. TheMABOLOKA COMMUNITY RADIOconcursthatitspublicservicestations should leadthewayinsupporting SouthAfricanmusic
* With18radiostations broadcastinginalltheofficial languages,andinarange offormats, MABOLOKA COMMUNITY RADIOradiostationsareuniquely placedtoshowcasethewiderangeofmusicalexpressionin South Africa. The MABOLOKA COMMUNITY RADIOundertakes to use its stations effectively to explore and celebratethediversityofSouthAfricanmusic
* WhereastheallocationofairtimetoSouth Africanmusicwillalwaysbetheprimarymeans ofsupportinglocalmusic, theMABOLOKA COMMUNITY RADIO believesthereareanumber ofotherequally effective interventionsthatMABOLOKA COMMUNITY RADIOradiostationsareabletomakeinsupportoflocalmusic.MABOLOKA COMMUNITY RADIOradio publicises local musicians through interviews, reviewsand promotions. Thestations, both communityserviceand commercial, also stage liveeventseveryyearinpartnership with Communityacts
* Oneof the greatest challengesfacing MABOLOKA COMMUNITY RADIOradio stations is to provide sufficient good quality localmaterialinallmusicformats. Thiscontinues tohaveadirecteffectonstations' abilitytomeettheirquotas. Towardsaddressing thisconcern,theMABOLOKA COMMUNITY RADIOworkswithrelevant forums such astheCommunity Music Forumconvened byICASA.TheMABOLOKA COMMUNITY RADIOhopesthat through thisworkthebroadcastingand musicindustries willbeabletodevelopstrategies jointlytoaddresstheissuesofsupplyinSouthAfricanmusic

TheMABOLOKA COMMUNITY RADIOstrivestosupportthedevelopment ofmusicontheAfricancontinent, andwhere possiblewillshowcasesuchmusic.

**MONITORINGANDIMPLEMENTATION**

TheBoardrequiresmanagementtosubmitanannuallocalcontentactionplanthatidentifies futuregoals arising fromthispolicy.Asummary ofachievements ofthepreviousyearistobe attached tothelocalcontentactionplaninordertofacilitate areviewoftheachievements, opportunities andchallenges.

**REVIEW**

ThispolicyisreviewedbytheMABOLOKA COMMUNITY RADIOBoardeveryfiveyears.

RELIGIOUS

BROADCASTING

**INTRODUCTION**

SouthAfricaisamulticulturalandmultiplefaithsocietythatisunitedbyacommonhumanity and moral order.Within itsdiversitytherearehuman values that call forthepromotion of social harmony, nationalhealing,reconciliation, socialreconstructionandnation building.

Most Communitys acknowledgetheDivine,which isexpressedthrough avarietyofreligious beliefs and practices, and religious institutions.Asthe communitybroadcaster, the MABOLOKA COMMUNITY RADIOhas an obligationtoprovidereligious programmes andtobroadcast religious materialinamannerthat isunbiased andrepresentativeofSouthAfrica'sreligiousplurality.Insodoing, theMABOLOKA COMMUNITY RADIOseeksto promotemutual respectforreligious beliefsamong thecountry'sdifferent religious groups.

TheMABOLOKA COMMUNITY RADIO's religious programmingshould thereforereflectSouth Africa'smajorreligions, while allowing expression for those religions that do not have an extensive following. For the purposes ofthispolicy, majorreligions areunderstood toinclude Christianity, African Religion, Islam,HinduismandJudaism.

Initsreligious programming,theMABOLOKA COMMUNITY RADIOseekstocorrectgender, racial, religious and resource allocationimbalancesassociatedwithreligiousbroadcastinginthepast.Further,itseekstoensure thatthedistinctiveidentitiesofthereligious traditions arebroadcast inawaythatfacilitates the religiousandmoralobjectivesofjustice,socialharmonyandthe commongood. Religious programmingshould playameaningfulpartinthemoralregeneration ofSouthAfrica.

Religious broadcastingshould beundertaken inaccordance withvaluesthatinclude:

* SensitivitytothediversenatureofSouthAfricansocietyandtheneedforjustice,healing and reconciliation
* Compassion andconcernforhuman dignity andforalllife,includingtheearth
* AcommonSouthAfricanness
* Integrity,transparency andtrustinallrelationships
* Commitmenttotheindependence andautonomy oftheMABOLOKA COMMUNITY RADIO, withintheparametersofits accountabilitytotheSouthAfricanpublic
* Aspiritofco-operation betweentheMABOLOKA COMMUNITY RADIOandthereligious community.

**NATUREANDCONTENTOFRELIGIOUSPROGRAMMES**

Thefollowingprinciplesunderpin theMABOLOKA COMMUNITY RADIO'sapproach toreligious programming:

* Inachieving itsreligious programmingmandate, theMABOLOKA COMMUNITY RADIOprovidesbothfaith specific and multifaithprogrammes. Faithspecificprogrammes shouldgivethemajorreligiousgroupsthe scope to celebrate their life of faith and understanding of the Divine fully and withoutcensure.Multifaithprogrammes areinaddition tofaith specificprogrammes and should promote religious dialogue, respect and understanding among all the religious groupingsinSouth Africa. Thevehiclesfordeliveryofreligious programmes aretheradio stations andTVchannels intheMABOLOKA COMMUNITY RADIO'spublicbroadcastingportfolio
* Whereas religious broadcasts have necessarily to comply with the MABOLOKA COMMUNITY RADIO's Policy on Programming,theMABOLOKA COMMUNITY RADIOtakesparticular caretoensurethat insuch programmes thereis sensitivitytothebeliefsofothers,and that noreligion iseitherattacked orundermined in suchprogrammes
* Religious broadcastingmaynotbeusedtosolicitfunds, nortosupportanyprogramme ofa political or ideologicalnature. Permission for fundraising,whether for emergency relief and/orsocialwelfare,orforreligious causes, should beobtained fromtheMABOLOKA COMMUNITY RADIObeforethe broadcast .
* The theologicalcontentofmeditationalandworshipprogrammes isatthediscretionofthe presenter,asamemberofaparticular religious organisation,but should comply with the PolicyonReligious BroadcastingandotherrelevantMABOLOKA COMMUNITY RADIOpolicies
* Theformatofreligiousprogrammes andthechoiceofpresentersshould meetthetechnical, creativeandprofessional criteriarequiredbytheMABOLOKA COMMUNITY RADIO
* TheMABOLOKA COMMUNITY RADIOprovidesreligious programmes inavarietyofformats includingdocumentaries, magainesandactuality programmes. The aimoftheseistoencourage religious comment onmattersofnationalconcern,and tointroduce peopletofaiths practisedinSouth Africa and,whereappropriate, elsewhere
* The MABOLOKA COMMUNITY RADIOsources religious programmes through its standard content procurement proceduresincludingcommissioning,licensing and /orcontent that maybeacquired atno costtotheCorporationorthesupplier
* Religious broadcastingshould strivetobecontextualandrelevant,andtoreflectourAfrican reality. Towardsfurther correction of the neglect of African culture in the communitymedia, specialattention isgiventoAfricanReligion andtraditional cultures
* Religious programmes should takeaccount ofregional factors, target audiences, language andculturalpreferences,andthedevotional needsofspecificgroups.

**ALLOCATIONOFTIME**

The MABOLOKA COMMUNITY RADIOhasrelativelylittleairtimeavailable and, inaddition toreligious programming,hasto provideawiderangeofpublicinterestprogrammesinitsschedules.Despite theseconstraints,the MABOLOKA COMMUNITY RADIO undertakes tooffering meaningfuland sufficient religious programmingonitsradioand televisionservices.

Inallocatingairtimetoreligious groups, theMABOLOKA COMMUNITY RADIOiscommitted totheprincipleoffairness and appliesthisprincipleindetermining thetimeallocated toeachgroup.Theseallocations aremade onathree-yearlybasis,afterconsultationwiththeReligious BroadcastingPanel(RPB),taking the followingintoaccount:

* Dataonthepercentage ofthepopulationineachreligious group, asperthelatestavailable censusinformation
* Theneedforeachofthemajorreligionstoenjoymeaningfulandsufficient programmingof afaith specificnature
* Theneedforallthereligions tobereflectedinreligious programmes
* Theneedforsufficient programmingofamultifaithnature
* Theneedtoredresspastimbalancesinreligious broadcasting.

**SCHEDULING**

Religious programmes should not be confined to Sundays, orthe fringes of the programme schedules,butbeplacedattimeswhenaudiencesare available andbebroadcastondaysthatare appropriate toindividualreligions.

**PAIDBROADCASTING**

In addition to its normal provision of religious programmes, the MABOLOKA COMMUNITY RADIOmay make air time available forpurchasingbyreligiousgroupsforbroadcastingofreligiousmaterial.Thesaleofsuch airtimewouldbenegotiatedonacommercialbasisandbeguided bythefollowing:

* Thesaleofairtimetoreligious groupsmayinnowaydetractfromtheMABOLOKA COMMUNITY RADIO's mandate toprovidereligious programming.
* Thesale of air time to particular religious groups should be consistent with the time allocated tothosegroups, asdeterminedeverythreeyears.Within this,theMABOLOKA COMMUNITY RADIO shall also
* ensurethatthereisafairrepresentationofvariousdenominationsinreligious groups.

RELIGIOUSBROADCASTING

Religious materialbroadcast inslotsthathavebeensoldtoreligious groups isalwaystobe consistent with the MABOLOKA COMMUNITY RADIO'sPolicy on Religious Broadcasting and all the other relevant policies.The MABOLOKA COMMUNITY RADIOreservestherighttoacceptorrejectanoffertopurchase airtimebased onthematerialproposed

* Inconsidering offerstopurchase airtime,theMABOLOKA COMMUNITY RADIOgivespreferencetogood quality local material
* Profitsfromthesaleofairtimetoreligious groups should bedirectedtothefundingof religious programmes
* SchedulingofsuchairtimeistheprerogativeoftheMABOLOKA COMMUNITY RADIO
* Sponsorship,fundraising,advertising and commercialbrandinginairtimesoldtoreligious groupsisgovernedbytherulesofMABOLOKA COMMUNITY RADIOAirtimeSales
* OperationalGuidelinestoguide transactions onairtimesalesareavailable onrequest.

**RELIGIOUSBROADCASTINGPANEL(RBP)**

TheMABOLOKA COMMUNITY RADIO'sapproach to religious programming is informed by advice of the RBP,a body appointed bytheMABOLOKA COMMUNITY RADIOBoardandrepresentativeofSouthAfrica'sreligious community.

TheRBPisnominated bythereligiouscommunityandappointed bytheBoard.Theappointments aremadeonthebasisofpublicinterviewsconducted byaselectioncommitteeappointed bythe Boardandinaccordance withtheMABOLOKA COMMUNITY RADIO'sCorrectiveActionPolicy.Inaddition totheChairperson, whositsontheBoard,theRBP consists ofatleastfifteen peopledrawnfromvariousreligious groups andincludes professional advisers.Thereareatleasttwomembersfromeachofthefive major religions inSouth Africa. Seniormanagementfromboth radio and television represent MABOLOKA COMMUNITY RADIOmanagementatRBPmeetings.

TheRBP'stermofofficeistwoyearsandmaybeextendedonlyonce.Memberswhoareunable tocompletetheirtermofofficearereplacedimmediatelyaspertheappointmentcriteriaoutlined above.

The relationship betweentheRBP,theBoard,managementandthereligious community should be one of co-operation, while recognisingthat the MABOLOKA COMMUNITY RADIOBoard isultimately responsible for mattersofpolicy.

Themandate oftheRBPistopromoteco-operation betweentheMABOLOKA COMMUNITY RADIOandthereligiousgroups inthecountry.Further,theRBPadvisestheMABOLOKA COMMUNITY RADIOspecifically on:

* ReviewofMABOLOKA COMMUNITY RADIOReligiousBroadcasting Policy,includingthecomposition oftheRBPandhow itisappointed
* Liaisonwithreligious communities
* Allocation oftimeforthereligiousgroupsinbothfaith specificandmultifaithprogrammes.

MembersoftheRBPareentitledtoanhonorarium asapprovedbytheBoardandarereimbursed forsubsistence, travelling andaccommodationexpenses.

**MONITORINGANDIMPLEMENTATION**

TheBoardrequiresmanagementtosubmit an annualreligious broadcastingaction plan that identifiesfuturegoalsarisingfromthispolicy.Asummaryofachievementsfromthepreviousyear istobeattachedinordertofacilitate areviewoftheachievements, opportunities andchallenges.

**REVIEW**

ThispolicyisreviewedbytheMABOLOKA COMMUNITY RADIOBoardeveryfiveyears.

EDUCATION

**INTRODUCTION**

TheMABOLOKA COMMUNITY RADIOisrequiredbylegislationtoinform,educateandentertainviewersandlisteners.

The broadcastingofeducationalprogrammes isthereforeessential totheimplementationofits publicservicemandate.

TheMABOLOKA COMMUNITY RADIOrecogniesthattorightthewrongsinflicted bydecadesofapartheid education onthe knowledge, literacyand skillsprofile of South Africa requiresthecollective contribution of all educationalauthorities, institutionsand individuals.TheMABOLOKA COMMUNITY RADIOrecognies thatthrough broadcasting,itcanmakeauniquecontribution tothisnationalproject.Complementarytowhat isofferedbyschools, colleges, highereducationinstitutionsand workplacetraining,radioand televisioncanmakethemostsignificantcontribution tolearning.

TheMABOLOKA COMMUNITY RADIOalso acknowledgesthat an informed and educated citienry isfundamentaltothe sustained development ofSouth Africa.Throughitseducationalprogrammes itiswellplacedto advancenationalgoalsofequality,dignity andaninclusivesocietyandworkstowardstheseends.

Infulfillingitseducationalmandate, theMABOLOKA COMMUNITY RADIOisguided bytheConstitutionally enshrinedrightof all Communitys to receiveeducation — in the official languagesof their choice, where reasonably practicable. The MABOLOKA COMMUNITY RADIOalso aims to attain the goals set in the Independent BroadcastingAuthority Actand theBroadcastingAct,and therelevantpoliciesand regulations. In particular, wetake into account the requirement of the BroadcastingActthat the MABOLOKA COMMUNITY RADIO's publicbroadcastingservicesshould:

"include significantamounts ofeducationalprogramming,both curriculum-basedand informal educative topics fromawiderange ofsocial, political and economic issues, including,but not limited to,human rights, health, earlychildhood development, agriculture, culture, justiceand commerceandcontributingtoasharedSouthAfricanconsciousness andidentity".

This Policy on Educational Broadcasting sets the framework within which the MABOLOKA COMMUNITY RADIO

implements thismandate andrespondstothenationalliteracyandskillsdevelopment challenge.

**OBJECTIVES**

TheMABOLOKA COMMUNITY RADIOcommitsitselftothefollowingobjectivesforeducationalbroadcasting:

* To provide innovative educationalprogrammes of excellent quality across our radio and televisionservices, aimedatmeetingthediverse formalandinformallearning needsofallour audiences, includingchildren,youthandadults. Theseinclude:
* Programmesthatsupportthecurriculum-basedactivitiesoftheeducation andtraining sectorsandcoverawiderangeofsubjectsandfields
* Programmesthatpromotepubliceducation onruraldevelopment andurbanrenewal, human resources development, citiens' rights and responsibilities, healthy living, innovative solutions topersonal,familyandcommunity challenges,nationalidentity, cultureandheritage
* Toensurethat theradioand televisionservicesintheMABOLOKA COMMUNITY RADIO'scommunitybroadcastingportfolio devoteadequate airtimetoeducationalprogrammes, and schedule themattimesthatare appropriate forthetargetaudiences
* Toensurethattheradioandtelevisionservicesinthecommercialportfoliosupportaculture oflifelong learning through informal knowledge-buildinginitiatives thatarerelevanttotheirformatandtargetaudience
* To provide educationalprogrammes in various of the official languagesand, in selected genres,Sign Language,taking intoaccount thelanguageneedsofeachtargetaudience
* To broadcast a significant amount of locally produced educational programming, recognisingthat such programmes areoften best formeeting theeducationalneeds for SouthAfricans. However,theMABOLOKA COMMUNITY RADIOalsorecognisesthatitisimportant toexpandaudiences' knowledge oftheAfrican continent and therestoftheworld,and accordingly willensure thatinternationallyacquiredprogrammes satisfythesegoals
* To enhance the effectiveness of educational programmes by implementing a coherent education methodology thatincorporatesmultimedia strategiessuchastheuseofprint,the Internet,satellite,fixedandmobiletelephone networksandSMS
* To supplement educational methodologies through outreach programmes, where appropriate, intheformoftraining andsupportforusersofmaterials aimed atdeepening theeducationalimpactofthecontent

To ensure that sufficient resources are apportioned for implementing the educational mandate. To this end the MABOLOKA COMMUNITY RADIOsecures financialand other resourcesfrom a variety of sources, including the government and licence fees, private and international donors, advertising and sponsorship,co-productions and related programme partnerships with a rangeofnational,continentalandinternationalinstitutions.

**KEYPRINCIPLES**

TheMABOLOKA COMMUNITY RADIOisguided bythefollowingprinciples:

* TheMABOLOKA COMMUNITY RADIOensures that educationalbroadcastingis relevant and appealingto targeted audiences andwithsensitivityreflectsthediverseexperiencesandneedsofallSouthAfricans
* TheMABOLOKA COMMUNITY RADIOensures that its educationalprogrammes address imbalancesin the historical provision of education, especially, but not exclusively, those based on race, gender and disability
* TheMABOLOKA COMMUNITY RADIOlinksitseducationalbroadcastingtonationalprioritiesandneeds,supportingthe achievement of outcomes-based education, lifelong learning, and the associationof educationalandlifeexperiences
* TheMABOLOKA COMMUNITY RADIObuilds strategic partnerships that enable ittoprovide an effective educational broadcastingintervention.

**SCOPEOFTHEPOLICY**

TheMABOLOKA COMMUNITY RADIOradiostationsandchannels arerequiredtocomplywithanylegislation,regulationsand licence conditions that are relevant to educationalprogrammes. ThePolicy on Educational Broadcastingisalsotobereadtogether withtheotherrelevanteditorialpoliciesincludingthe ProgrammingPolicy,the LanguageBroadcastingPolicy,and the UniversalServiceand Access Policy.

ThisPolicyonEducationalBroadcastingisconsideredwhentheMABOLOKA COMMUNITY RADIO:

* Developsstrategicplans andbudgets fortheCorporationtomeetitseducationalmandate
* Producesorcommissions educationalprogrammes ormultimediacontent
* Developsschedulesforchannels andstations
* Procuresinternationaleducationalmaterial.

Every producer and consultant contracted to produce educational material for

MABOLOKA COMMUNITY RADIO should be made aware of this policy.

**GUIDELINESFORIMPLEMENTATION**

MABOLOKA COMMUNITY RADIO ensures that its services,in combination,air a significant amount of educational programming that complies with the objectives outlined in this policy

* MABOLOKA COMMUNITY RADIO ensures that educational programmes are scheduled at times that are suitable for the target audiences
* All the educational programmes have clear goals. Such goals and expected outcomes are established before the production, commissioning or acquisition of any educational programme
* MABOLOKA COMMUNITY RADIO's educational broadcasting businessunit,together with the commissioning editors and executive producers responsible, is tasked with ensuring that these outcomes are achieved through creative and innovative programming.

**PROGRAMMINGGUIDELINES**

* Educational programmes should conform to the highest broadcasting standards. They should utilise a wide range of programme formats designed to ensure that the aim of the programme is achieved creatively and is appropriate to the subject matter and target audience
* Educational programmes should utilise innovative technologies and techniques (including dubbing,multilingual programming )in order to increase the effectiveness and comprehensibility of programmes in different language communities
* All the educational programmes should be challenging and informative, aim to promote a culture of learning and teaching, and support the drive for life-long learning.The basic of all the educational programmes is to seek to impart knowledge and problem-solving skills, promotecriticalthinkingand,whennecessary,assistinchangingattitudes and behaviour
* Educational programmes should relate to the personal circumstances of the listeners,and seek to impart the knowledge and skills that would help them to change their circumstances for the better
* Educational programming should, if appropriate, assist in fostering a harmonious relationship between South Africans and the environment, and promote sustainable development
* Educationalprogrammes comply with all the MABOLOKA COMMUNITY RADIOeditorial policies, includingthose on portrayal and stereotyping of people, violence, and the classificationand schedulingof programmes. Educationalprogrammes should seeknotonlytoavoidstereotypesbased,for example,onrace,ethnicityanddisability, buttochallenge proactivelyanystereotypeor bias, andsoassistinchangingattitudes
* Educationalprogrammingshouldutilisearangeofsubjectexpertsandinterviewees,who,for example, areofdifferent races,genders and physical abilities, and hold differingviews,in ordertoreflectourdiversesociety.

**ADVERTISINGINRELATIONTOEDUCATIONAL PROGRAMMES**

* MABOLOKA COMMUNITY RADIO will use every possible source of funding to meet its obligations interms of this policy, including commercial sponsorship,subject to the following:
* When a programme is required to be presented -wholly, or in part -in a setting that simulates a place of business (for example, a supermarket), care should be taken in

EDUCATIONAL BROADCASTING

Designing the setting, and the props used,to reduce identification with particular companies or proprietors

* Programmes or programme material produced externally,or increated settings, may not be used to carry indirect commercial advertising
* Care should be taken to avoid the exposure of advertising signs or other commercial identification inprogramme content. Where this is impossible, it is the responsibility ofthe producer, or the director, or both, to play down as much as possible such extraneous commercial exposure.

**EDUCATIONAL MANDATE AREAS**

Arising from the Broadcasting Act,MABOLOKA COMMUNITY RADIO has identified the following educational programme areas:

Early Childhood Development

Children at Home

Formal Education

Youth Development

Adult and Human Resources Development

Public Education.

**EARLYCHILDHOODDEVELOPMENT**

Programmes for early childhood development are aimed at supporting the holistic development of young children(from0-7).MABOLOKA COMMUNITY RADIO recognizes that as relatively few SouthAfrican children have access to any structured earlychildhood education, these programmes assist in preparing young children "to be ready to learn". Educational programmingalso supports the implementationofthenationalGradeR(ReceptionYear)curriculum.Moreover,thisprogramming will equip caregivers with the knowledge and skills to facilitate and support the growth and development of young children.

Early childhood development programmes should meet the following standards:

* Be entertaining and actively engage the audience
* Develop children's self-esteem
* Enhance listeners’ 'imagination
* Reflect the personal experiences and cultures of the audience
* Affirm children's sense of self and place
* Take account of language needs and the needs of learners with disabilities
* Be focused primarily on health, nutrition and safety.

**CHILDRENATHOME**

Educationalprogrammingforchildrenathomeisaimedatchildrenofschoolgoingagewhoare not at school, and seeks to create the space for children to engage and express their thoughts and opinions on issues that affect them.

Educational programmingforchildrenathomeisrequiredtomeetthefollowingstandards:

* Beentertaining,enablingchildrentolearn,havefunandinteractwithothers
* Take account of language needs and the needs of learners with disabilities
* Promote healthy living, social awareness,self-esteem and an understanding of human rights
* Be focused primarily on science,technology, mathematics,economics and communication.

**FORMALEDUCATION**

Formal educational programmes affirm and support the development of Foundation Phase learners(ages5-9)andIntermediate Phaselearners(ages9-13).

Formal education programming is required to meet the following standards:

* It should support the implementation of the national school curriculum by providing resources of excellent quality developed specifically to assist both teachers and learners to achieve nationally set outcome
* It should enhance learning in all the learning areas of the curriculum:literacy,numeracyand life skills(Foundation Phase),languages,mathematics,social sciences,arts and culture,life orientation, natural sciences and technology (Intermediate Phase)
* Educational programming should also take account of learners' language needs.

**YOUTHDEVELOPMENT**

Youth development educational programmes are aimed at promoting a culture of life-long learning among young people,bothatandafterschool.

Youth educational programming is required to meet the following standards:

* It should aim to develop self-esteem among listeners and provide a platform for expression
* It should contextualise young people's realities,fears,concerns and needs
* It should showcase youth solving problems, thinking critically, acting independently,developing creatively—intellectually, socially,cognitively and emotionally — and addressing,overcoming and transforming their future
* It should create an awareness of the rights and responsibilities of all citizens, including the youth,as contained in the Bill of Rights of the Constitution.

**ADULT AND HUMAN RESOURCES DEVELOPMENT**

Adult and human resources development programmes affirm the concept of life-long learning, and support development of the skills and knowledge needed for survival in a competitive and ever-evolving world. Programmes are aimed at meeting the formal and informal skills development needs of both the employed and the unemployed, and support Community in their occupational endeavours. Programmes include adult literacy,skills development, educator development and entrepreneurial skills development.

**COMMUNITY EDUCATION**

Public educational programmes are aimed at offering the information,knowledge and skills The community need for effective participation and interaction in society.They promote the drive for life-long learning,and foster tolerance and understanding of one another and al lour cultures. Such programmes enable people to take informed decisions, encourage critical thinking,and impart problem solving skills.

**RESEARCH**

MABOLOKA COMMUNITY RADIO evaluates the impact of its educational programmes continually. Research is done to assess audience needs and to evaluate the effectiveness of the programmes. This includes audience research (e.g. to establish people's needs) and formative and summative research which enables understanding of the contribution of programming to audiences development.

**MONITORINGANDIMPLEMENTATION**

MABOLOKA COMMUNITY RADIO submits to the Board annual action plan that identifies educational priorities for each of the educational mandate areas(outlined above).When necessary,the strategies are drafted in consultation with educational stakeholders. Implementation of these strategic plans is evaluated annually.

**REVIEW**

This policy is reviewed by MABOLOKA COMMUNITY RADIO Board every five years.