Television

Joker in the TV pack?

Government has always been averse to TV sets being manufactured in Swaziland. It dealt quietly but fairly summarily with Sharp Corporation's attempt (FM December 8 1972) but it looks as if Swaziland may still be holding a trump card.

It now seems likely that Salora, a Finnish company that manufactures and markets PAL sets in Europe (under the name "Finlandia" in the UK), may be planning to assemble sets, many of which will be destined for the SA market, coming in tariff free because of the existing Customs Union agreement.

Hard to believe that the SA government, on its record, has given such a scheme any approval. It restricted the number of local manufacturers to six because, with a small market, only a limited number could reasonably expect penetration and profit.

Another reason for tight control has been to protect consumers against fly-by-night operations. And with a Swazi company, how would it enforce the rule that manufacturers must not sell to retailers who cannot provide first line service and spares?

Yet, more than one manufacturer and retailer are convinced that the SA government has been included in negotiations with Salora which have been going on for several months.

One manufacturer's attitude is that, while the venture is not yet off the ground and the number of sets which will be imported will probably not constitute severe competition, it is absolutely wrong of government to permit this, since it is in conflict with its originally announced ideas of rationalisation.

"It seems a political move entirely and, while I'm not insensitive to rhetoric, the principle involved is wrong," said a spokesman.

Retail comment seems less bitter although equally convinced that government is aware of what has been going on. "It'll mean virtually a seventh manufacturer whose sets will be as competitively priced as those manufactured in SA," said Philip Theron, Secretary for Industry, firmly denying any knowledge of the Swaziland moves. To be fair, a spokesman for the Swaziland Industrial Development Corporation also denies having notified Pretoria officially, since it claims developments are not yet firm enough and that only exploratory talks have so far taken place. "Of course it would be a bit surprising if the SA government didn't know anything about the talks," he added.

Although Swaziland lost the previous round over the Sharp Corporation deal, it's likely to be more optimistic this time. It should by now have established careful ground rules and the political situation is obviously more amenable to this type of move.

Government may yet have to accept the Swaziland development and publicly justify its volte face by claiming long range political motives. From the consumer's point of view it would add another product to those available and help keep competition brisk.
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<td>The MINISTER OF INFORMATION (for the Minister of National Education) replied to Question 40, by Mr. R. M. de Villiers:</td>
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### Question:

1. Whether the South African Broadcasting Corporation proposes to issue television licences before January 1976; if so, (a) from what date and (b) what will be the period of validity of the licences be?

2. Whether any programmes will be televised before January 1976; if so, (a) what will be the nature of the programmes, (b) when will they be instituted and (c) for what period per day will they be televised.

### Reply:

1. Yes; (a) and (b) still under consideration.

2. Yes.

   - (i) Recordings in which colour and movement play an important part, for instance, traffic on a freeway, pedestrians in a busy street, landing and take-off of aircraft, arrivals and departures and other activities on a railway platform; the movement of tropical fish in a tank; and other recordings of this kind.

   - (ii) Various kinds of colour slides.

   - (iii) Recordings of different types which have been made by the S.A.B.C. for experimental purposes or for training.

   - (iv) Informative films relating to television, in which information is given on such aspects as the installation of aerials, the line-up of receivers, and the causes and prevention of interference.

   - (v) Any other suitable material which may become available. Most of the films, video tapes and slides will be transmitted repeatedly. It is intended to broadcast suitable music on the sound channel together with the visual material when such material has no commentary or sound-track.

(b) The Witwatersrand and Pretoria early in May 1975, Cape Town and Durban during July 1975 and other main centres as soon as micro-wave links become available.

c) Between 13h00 and 14h00 and between 19h30 and 20h30.

†Mr. J. D. DU P. BASSON: Mr. Speaker, arising out of the hon. the Minister's reply, can the Minister say why he could furnish a reply to this question, but not to my Question No. 30 of today?

†Mr. SPEAKER: Order!
The Minister of Economic Affairs:

(1) An application has been received from the same person on two occasions.
   (a) 14 February 1975 and 17 March 1975, respectively.
   (b) The second application mentions that the selling prices are proposed to be as follows:
       23-inch colour sets: R500—R525.
       23-inch monochrome sets: R175—R225.

(2) No.
   (a) The application was refused on 18 February 1975 and the renewal application has not yet been replied to.
   (b) and (c) For a number of reasons it was found necessary to restrict the local sales of television receivers to those for design and construction of which comply with the specifications of the South African Bureau of Standards and in respect of which it can be ensured that they will be serviced and repaired by the manufacturers concerned. Imported reconditioned sets cannot comply with these requirements. The six local manufacturers also have the capacity to supply more than the expected demand for television receivers.

I may just mention that I received another telephone call this morning.

Mr. W. T. WEBBER: Arising out of the hon. the Minister's reply, did the applicant give an undertaking that he would first refer the sets to the South African Bureau of Standards?

The Minister: Sir, I do not know whether that happened, but even if it did, I want to repeat that with regard to the television industry the Government has decided to grant manufacturing rights to six manufacturers on certain conditions, later also, that they guarantee the repair of the sets with reference to the distribution of sets as well. Secondly, the importation of sets which was approved of, was also approved of in order to deal with a local and temporary shortage, and these sets were allotted to those companies that were prepared to decentralize their activities.
Importation of reconditioned television sets

*38. Mr. W. T. WEBBER asked the Minister of Economic Affairs:

(1) Whether his Department has received an application for a permit to import reconditioned television sets; if so, (a) when was the application received and (b) what was the proposed selling price of the sets;

(2) whether the application was granted; if not, (a) when and (b) why was the application refused;

(3) whether he will make a statement on the matter.

† The MINISTER OF ECONOMIC AFFAIRS:

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(a) 14 February 1975 and 17 March 1975, respectively.

(b) The second application mentions that the selling prices are proposed to be as follows:

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† Mr. W. T. WEBBER: Arising out of the hon. the Minister's reply, did the applicant not give an undertaking that he would first refer the sets to the South African Bureau of Standards?

† The MINISTER: Sir, I do not know whether that happened, but even if it did, I want to repeat that with regard to the television industry the Government has decided to grant manufacturing rights to six manufacturers on certain conditions, inter alia, that they guarantee the repair of the sets with reference to the distribution of sets as well. Secondly, the importation...
TV dealers: ‘Best to buy’

CAPE TOWN: Television dealers yesterday hit back at claims made by TV rental firms that hiring was the cheapest and most satisfactory way of acquiring a set.

‘Lesson’ for SABC men

JOHANNESBURG: Test TV last night screened a South African Tourist Corporation travel film, ‘Yonder the Third Day’, which could have shown SABC cameramen a living lesson.

The camera division, responsible for producing and directing, had just gone up in smoke with a spectacular fire that burned the film on the third day. The cameramen were as shocked as others who had seen the film.

The film’s theme was ‘The White Man’s Burden’.

As a whole it made for dull viewing.

In a period when sets were cheap, the dealers pointed out that the sets being sold here were the most expensive in the world and that the chances of their becoming obsolete in the next few years were remote.

In the early days of TV, however, imports made all the time and some dealers were selling sets for less than the cost of production.

QUOTES

Mr. A. M. Steyn, a car dealer, said: “In these days, Mr. Paul Lohnes, another car dealer, said: “I think it’s a good idea for SABC to start producing its own films.”

Mr. M. S. Golding, another car dealer, said: “I think it’s a good idea for SABC to start producing its own films.”

Mr. C. D. Steyn, another car dealer, said: “I think it’s a good idea for SABC to start producing its own films.”

Mr. J. D. Steyn, another car dealer, said: “I think it’s a good idea for SABC to start producing its own films.”

Mr. E. A. Steyn, another car dealer, said: “I think it’s a good idea for SABC to start producing its own films.”

Mr. F. A. Steyn, another car dealer, said: “I think it’s a good idea for SABC to start producing its own films.”

Mr. G. A. Steyn, another car dealer, said: “I think it’s a good idea for SABC to start producing its own films.”
ONLY one television transmitter in the Peninsula and Western Cape is guaranteed to be on the air for the start of test programmes on July 1.

This means that most of the planned television reception areas will be blacked out. Hundreds of people with receivers will not see the first test programmes.

The city centre, and some other areas of the Western Cape, especially suburban areas, will also have to wait for the 1980s before they can be on the air.

SABC-TV has not promised that transmitters and auxiliary stations will necessarily be ready for the test programmes and only the area served by the main Constantiaberg transmitter is guaranteed reception.

Gap-fillers

One main transmitter and six gap-fillers have been planned to cover the Peninsula and it's surrounding areas.

In the country areas of the Western Cape, the main transmitter at Villiersdorp or George, or the gap-filler near the Rynstraai Road, which is linked to the George transmitter, will be ready before towards the end of the year.

Details of the technical progress were given in an interview with Mr. Henry Pienaar, regional manager of the SABC in the Western Cape.

Sea Point

A number of transmitters are in operation at this point and the reception in Sea Point is subject to interruption and interference.

The gap-filler station on the Signal Hill was put into operation on Sea Point Hill where the conditions
City not yet ‘switched on’

Cape Time Reporter

THERE is hardly a television aerial in sight, even in the Peninsula’s wealthiest suburbs. You will see them here and there, of course, but there are not nearly as many as the industry would like.

Dealers said yesterday that with three weeks to go before the first TV transmissions in the Western Cape, Capetonians were not switched on to the fact the box was here and available.

Thousands of people were interested but there was still a great deal of hesitancy and confusion.

They blamed the SABC for not giving the public a more explicit idea of what to expect.

They would be now be able to tell the public that TV will be well worth their while. Surely, they said, something ‘attractive’ will be lined up, some dealer said.

Another dealer said, however, that the SABC could not be blamed entirely. Capetonians were conservative buyers, and no did not expect a rush for sets at this stage.

TV documentary on plants shows promise

Cape Times Correspondent

JOHANNESBURG.—Cecil Joubert’s first TV documentary, screened last night, showed promise.

Mr. Joubert, a well-known radio broadcaster, switched to visual media this Saturday, and a fine feature ran for 40 minutes. It started with a magnificent pan of indigenous flowers, but it was not as impressive as John da Silva’s beauty, seen last Friday night, in the film “On the Third Day”.

The main fault in “Kirstenbosch” was a tendency in the narration to use too many words; while speaking very little. The words assumed more importance than the picture.

No blind buying

He added: “In my opinion, a lot of people have the feeling that they don’t know what they are buying. They don’t want to buy blind and they are not going to wait till we have a well-established service before committing themselves.

Some people are buying, but so far all the cases, talk has not got across. Another worry is that many people are whether to rent, buy on HP or buy outright. We have found that people who wish to buy outright are concerned about the ‘after-sale’ service and they can be forgiven. A country that has seen many, many overcontracted service stations, will want to have the service after the sale.

Hezy and dull

Many other TV sets were introduced, and there were many different models on show. There was too much confusion, and too much complicated and confusing information.

The market had to be carefully cultivated, and it will take some time to make TV sales a reality.”
Sales of TV sets plummet

Six weeks of experimental transmissions have failed to ignite public enthusiasm for television, and only half the estimated 200 000 sets are likely to be in South African homes when the full service starts in January.

Firm statistics are not available as the four manufacturers now in the market refuse to release their sales figures.

But a spokesman for a stockbroker's firm who has been investigating the TV market says TV sales are "undoubtedly" below estimates.

"At the manufacturing level, about 30 000 sets have been put on the market, but only 15 000 sets have been sold," he said.

"If the SABC extends the viewing time and improves the entertainment content of the test schedules, then I can foresee sales of between 100 000 and 150 000 at the end of the year.

SLOWDOWN

"Our estimates were originally between 225 000 and 300 000."

Mr Warren Clewlow, chairman of the TV Manufacturers' Association, said today he had detected a slowdown over the past two weeks, after an encouraging start in May.

"I would say that about 25 000 sets have been sold to the public, and my estimate for the year is 150 000."

TESTS 'FINE'

Asked if he agreed with the view that the test shows were a deterrent rather than an encouragement to buy sets, Mr Clewlow said: "I think the test transmissions are fine, but should be expanded in variety and content."

Mr Tony Rackham, project manager of OK Bazars' giant TV marketing and rental organisation, agreed that sales were slow.

The Stellenbosch Bureau for Economic Research said in its consumer survey yesterday that since the last report in March there had been a drop in the number of people who were considering buying
A WITCH-HUNT has begun at SABC-TV after last week's SUNDAY TIMES report of the corporation's television staff and spares crisis.

Witch-hunt after 'leaks' to Press

Everyone in the SABC is regarded as an officer. Even the African who sweeps my floor is an officer and is paid a salary — not a wage.

Mr. Swanepeel said that most of the dissatisfaction was among overseas staff who do not understand our way of working.

One of the SABC men involved told me this week he was surprised by Mr. Swanepeel's reaction as he believed that everything he and others were saying about the SABC was in the corporation's best interests.

"We have been trying for months to bring the attention of the directors to the serious situation that is arising. We have been trying to be constructively critical, but no one would listen."

He said it was quite possible that Mr. Swanepeel and other senior personnel were not aware how serious the situation had become.

"They either don't realise it or else they refuse to believe it."

He said that he and a number of his colleagues had been made to feel uncomfortable this week. "I have been told that the job I have been doing no longer exists — and I am not prepared to do the job they are now asking me to do."

Reprimand:

This week the SABC extended the number of disciplinary steps that may be taken against "an officer who is guilty of misconduct". Effective immediately, the officer may be placed on unpaid leave for a specified period.

Under the regulations, other steps that may be taken are: To caution or reprimand the officer; to grant no increment and/or bonus to the officer and/or reduce the officer's grading and/or salary; to dismiss the officer from the corporation's services; to instruct the officer to resign as from a date to be specified.

According to an authoritative source the Television Training Centre is no longer being used to produce programmes. From last Monday the studio in the Training Centre has been used solely for training purposes.

"Everything has now moved to this site," he said. "Official reports have said the SABC has taken over three studios from the contractors. This is nonsense."

"We don't have Studio Two and Studio Three. They have been handed back to contractors because there are a great number of faults to be sorted out."

"All we have is part of Studio Four — and that wasn't working on Monday because of a technical fault. It broke down again on Thursday — the situation is chaotic."

All the technical staff I spoke to agreed that the spares situation was becoming a nightmare. "Things are getting so bad that a technician is being flown out of France to look into things. We simply don't have any spares, for the highly sophisticated programme transmitters," one SABC staff member said.

Mr. Swanepeel agreed that the spares situation was causing problems. "But the shortage of spares is a worldwide problem and certainly won't stop us from going on the air," he said.

"Everything is going well and according to schedule. We have our teaching troubles, but we are controllable and I am very pleased with our progress."

By HERB KIMMEL
Swazi TV sets on sale soon

The Swazi TV sets are expected to be on sale early next year. The sets will be assembled in Soshanguve in mid-December, at a cost of $5 million.

The Sets will be made in South Africa and shipped to Swaziland. The company expects to sell 200 sets per month.

Mr. Holm said that although Swazi TV sets are made in Israel, they are not suitable for the Swazi market. The company plans to sell the sets in South Africa and other countries.

The Swazi TV sets will be sold for $100 in Swaziland and $150 in South Africa.
TV men hit back at Rive

From: GARTH VERDAL

Johannesburg. — The TV Rental Association today hit back at accusations by the Postmaster General, Mr. Louis Rive, that the television industry was draining technicians from the Post Office by offers of high salaries and improved working conditions.

Mr. Barry Smith, secretary of the association, publically asked Mr. Rive to withdraw his accusations as they were unfounded criticisms used as an excuse for the Post Office's inability to provide the microwave links without which television cannot be transmitted.

Speaking at the TV Rental Association seminar being held at the Kyalami Ranch near Johannesburg, Mr. Smith said Mr. Rive had indicated that as a result of this so-called drain, the Post Office was now unable to complete its microwave link network on schedule.

'The result of this is that the SABC's plans to spread television transmissions from the Reef to many areas of the country is being disrupted and delayed,' Mr. Smith said.

DISCOVER

'While we have every sympathy with Mr. Rive and his problems, his inability to complete the microwave network on time is no fault of the TV industry. 'No members of the TV Rental Association have employed any Post Office technicians. I'll go even further. As far as we are able to discover, no TV manufacturer has employed a Post Office technician.'
City TV switch-on: 10

The Deputy Director-general (Programmes) Dr Jan Schutte, announced this during a press conference here yesterday.

He said the switch-on in Cape Town and Durban would coincide with the beginning of a top-class 13-part BBC series, "Civilisation", which has won international acclaim.

Other serials, in English and in Afrikaans would also be screened, he said. At the same time Dr Schutte warned that the SABC would not be pressurised into extending the days of test programmes 2005s or increasing beyond the present two hours a day.

He also ruled out the possibility of live sport programmes during test hours, but pointed out that the SABC would be "on a "sports round-up" basis" for the next year.

The SABC had "dualist agreements" with rugby administrators to broadcast these sports on a "sports round-up" basis" for an experimental period.

Films promised

Two years ago Dr Schutte said that the service in Johannesburg and on the Peninsula can expect to see the same test programmes as those which will be shown in Cape Town and Durban.

When the full service is introduced in January, the five-hour-a-day programme will be half in English and half in Afrikaans. On one day the first half would be in one language and on the following day in the other language.

In order to protect the cinema industry, full-length films will not be screened on Fridays, Saturdays or Sundays.

Dr Schutte said that the programmes from January onwards would concentrate on news, education and entertainment.

He hoped that all the transmission stations in the country would be operational by the end of October.
TV—'SABC also to blame'

Cape Times Reporter

TELEVISION dealers yesterday criticized the SABC for not being absolutely frank with the public. They said that the Government was partly responsible for all the uncertainty by treating the TV service as if it was some sort of nuclear weapon.

Many dealers said that they had been forced to lay off staff, and that their sales had suffered. The confusion had led to a decline in the value of their stock, and they were now being forced to run at a loss.

The dealers also said that the Government had not been transparent in its negotiations with the SABC. They claimed that the Government had refused to reveal the terms of the deal, and that this had led to a lack of trust between the two parties.

The dealers said that they were now in a difficult position, as they had to sell their stock at a loss to keep their businesses afloat. They said that they were now looking for ways to reduce their costs, and that they were considering the possibility of merging with other dealers.
Rive "proves" staff-stealing

The Argus TV Reporter -

The Postmaster General, Mr. Louis Rive, said today he had 'irrefutable proof' that the TV trade - and in some cases the industry - had recruited Post Office technical and semi-technical staff.

In a statement to the Argus, he hit at recent statements by Mr. Barry Smith, secretary of the TV Rental Association.

Mr. Smith had rejected allegations by Mr. Rive that the television industry was draining technicians from the Post Office.

Speaking at a television seminar in Johannesburg recently, Mr. Smith called on Mr. Rive to withdraw his accusations. He said they had been used as an excuse for the inability of the Post Office to complete the country's microwave network for TV transmission on schedule.

Mr. Rive said during 1974 no fewer than 997 members of staff in the technical and semi-technical categories left Post Office service. In the first five months of this year 702 people in the same categories had left - 138 at the end of May.

He said the Post Office was 'on target' with the provision of microwave links and expected them to be ready slightly ahead of schedule. The links should be ready for the start of the country's full TV service on January 1, 1976.

WARNINGS

Mr. Rive said Mr. Smith's attacks cast a shadow over his integrity - a quality upon which I place a high premium.

He said he had consistently pleaded with the private sector not to lure away his staff because it will without doubt adversely affect the quality of telecommunication services.

The Postmaster General said he had also repeatedly warned the private sector that unless it desisted from poaching his staff, it would primarily be responsible for the deterioration of the quality of our services and for our inability to meet the public demand.

Mr. Rive said he was "dumbfounded" to read a Press report quoting Mr. Smith as saying he (Mr. Rive) had no evidence to back up his allegations that the TV industry was poaching Post Office staff.
By TONY ROBINSON

THE television switch-on in Cape Town last night was an unqualified success with viewers throughout the reception area wildly enthusiastic about the quality and colour of the picture.

The live broadcast produced a picture considerably sharper than those seen in videotape demonstrations in the city.

But there were reservations on the SABC's choice of material for the first test transmission, which showed 30 minutes of violence in the boxing ring as Pierre Fourie and Victor Galindez struggled for the world light-heavyweight title.

The transmission started at exactly 7pm when the standard SABC test pattern faded from the screen and excited viewers saw the start of the test transmission announced - in black and white titles.

Only the Constantiaberg and Simonstown transmitters beamed the programme to Cape viewers but the transmission went off without a hitch.

The gap-filler stations will come on the air later this year.

The controversial orange, white and blue 'suit of bowls' logo of the SABC appeared on the screen and then the Afrikaans announcer, Mr Morne Coetzer, came into focus. He was followed by the English announcer, Mr David Hall Green.

They explained that test transmissions would be broadcast in English on Mondays, Wednesdays and Fridays with Afrikaans programmes taking the air on Tuesdays, Thursdays and Saturdays.

They listed the programmes scheduled for broadcast this week and then Morne Coetzer introduced the evening's feature - the world title fight between Pierre Fourie and Victor Galindez.

In beautiful colours and with superb clarity the boxing match filled the screen. The picture was steady and one could see the boxers' muscles rippling and gleaming in sweat as the two men pranced round the ring.

Kim Shipway, an established SABC sports commentator, provided the commentary in English for the first half of the fight with Jan Seyman taking over for the latter half in Afrikaans.

If any criticism is to be made of the broadcast it is perhaps that the old 'steam' radio training was still present in the commentary, particularly in the English version.

The familiar voice of Kim Shipway seemed to intrude on the visual spectacle, and one felt that the broadcast might have been more successful with less commentary.

Of the two commentators, Jan Seyman fared better, with his more intimate style of presentation.

Public reaction

The fight itself came across with all the drama of a world contest and indicated a promising beginning for the SABC's fledgling TV service.

The programme ended suddenly with a message projected on the screen announcing the end of the test broadcast, and an announcement that it would be repeated at 1pm today.

Public reaction to the broadcast was enthusiastic. The quality of reception on both monochrome and colour sets was described as excellent by viewers telephoned by the Cape Times.

"It was terrific. Far better than what we expected," said Mrs D C Comer of Pinelands.

"We are also delighted with the tremendous service we are getting from our Pinelands dealer," said Mr F A Findlay, owner of a Fish Hook restaurant, the broadcast was as good as he had seen anywhere overseas.

Mrs M C Cummins of Borrwill said that the reception on her monochrome set was "outstanding", but she did not regard boxing as a good choice for the first broadcast.

Mrs H Meyer, executive officer of the SABC, said last night that the switch-on had gone "without a hitch".

- More than 60 people crowded into a music shop in Stellenbosch to watch the TV broadcast. The quality of reception was outstanding.
- No TV transmissions were received at Worcester.
- The PM tower on Paarl Mountain is to be utilised, and Noorder Paarl and central Paarl are expected to get good reception.
- TV cameras will be at Paarl tomorrow to film the start of the Paarlberg River Canoe Marathon.
The Argus Correspondent

PRETORIA. — The staff crisis has reached such a pitch in the Post Office that a firm of private contractors have been asked to take over the maintenance of key telephone exchanges on the Witwatersrand.

Phone problems

(Continued from Page 1)

lost 38 trained men, who were now installing antennas in Hillbrow, Mr Rive said.

In these circumstances it was fruitless for Mr Smith of the TV Rental Association to deny that staff were being poached for television, he said.

Mr Rive said he had never alleged the TV Rental Association was poaching staff. He had always said industry and commerce were doing so and that it was obvious this was happening because of the advent of television.

The Postmaster General, in spite of his clash with Mr Smith, made an offer to him today. If Mr Smith's association and other elements of commerce and industry in this field were willing to establish a code of conduct which they would enforce in connection with manpower, 'then they will have my full co-operation,'

Mr Rive said the problem was that there was insufficient manpower in the private and public sectors to cope with the rapid expansion of the electronic industry. It was futile for Mr Smith to start a fight with the Post Office over this. Mr Smith should rather produce figures to show how many technicians his organisation was training, how big was the association's technical staff and where they came from.

This was disclosed today by the Postmaster General, Mr Louis Rive, following a sharp clash this week between himself and the secretary of the TV Rental Association, Mr Barry Smith, over alleged "poaching" of Post Office technical staff for the television industry.

Mr Rive said the Post Office was negotiating with a firm of suppliers to take over the maintenance of key exchanges on the Reef "to save off a further deterioration in service."

The Post Office was resorting to this step, he said, because it was "too desperate on the Rand" and because a previous attempt to ease the problem through the training of married women had been "all but heartbreaking — in fact, very disheartening."

Five steps

In an effort to overcome the chronic manpower problem, the Post Office had so far taken five major steps: Hand:

• Brought in technicians from overseas;

• Drafted teams of technicians from other regions to the Reef, and was still doing so;

• Started to train Blacks, Coloured people and Indians, especially to relieve the burden in their areas;

• Trained more than 1,000 women technical assistants; and

• Attempted to supplement the service with married women on a part-time basis.

The Post Office was now resorting to a sixth major step in negotiating with suppliers to take over maintenance work.

One firm

Mr Rive said the Post Office was negotiating with only one firm of suppliers because there was only one interested. The others were unable to consider the proposition because they themselves were struggling for staff.

The managing director of one of these firms told me personally that he had

(Continued on Page 2, col 3)
Question

Write on both sides of the paper

Do not

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Do not

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
from the Reef to many areas of the country is being disrupted and delayed.”
(This was subsequently denied by the SABC.)

Smith told journalists attending the seminar: “No members of the TV Rental Association have employed any Post Office technicians.” The Association had also found that no rental company outside the Association had employed Post Office technicians.

“I’ll go even further,” he added. “As far as we are able to discover, no TV manufacturer has employed a Post Office technician. As far as the Association is able to discover other distributors and manufacturers have also refused to employ Post Office technicians.”

After the seminar the Association issued a press statement, through pubic relations consultants Wagner & Associates, saying that following the statements the Postmaster-General had telephoned Smith and “undertook to check whether the TV industry was stealing staff from the Post Office, and thus hampering installation of the microwave links.

“Mr Rive … promised to investigate the matter further to see whether his earlier complaints are valid,” said the statement.

This week, on his return from overseas, Rive said: “This is an infamous lie. I could hardly believe that anyone in a reasonably responsible position — especially Mr Smith is in the OK Bazaars where he is employed — could stoop to such a level.

“I have never spoken to Mr Smith in all my life and certainly never phoned him in this connection.

“Let me categorically state that I have no accusation to withdraw. What I said now and in the past is based not on surmises or false premises, but on facts. There is also no need for me to investigate anything …

“I have irrefutable proof that the TV trade — and in a few isolated cases the industry — has recruited Post Office technical and semi-technical staff (see box).”

A furious Rive continued: “I do not know whether Mr Smith’s attacks were intended to be a publicity stunt. If so, I must compliment him on his success …

“What is not so amusing to me is that he has cast a shadow over my integrity — a quality upon which I place a very high premium.”

So who made the telephone call? A mystified Barry Smith tells the FM: “I was called around 6 pm at the hotel where the seminar was taking place. Whoever I spoke to identified himself as Louis Rive and from the general conversation appeared to have considerable inside knowledge of Post Office matters.”

The accusations and counter-blows will undoubtedly continue to flow with tiresome regularity. Post Office technicians are leaving, mainly because they can earn more money elsewhere.

But what of all sides, including government, which has supported the Post Office with veiled threats against commerce and industry, have apparently forgotten that in a free society all men have the right to sell their services to the highest bidder if they so wish. This applies to Post Office workers, Mr Smith at the OK and even Louis Rive, for that matter.

ubs inquiry underway

The United Building Society is carrying out an investigation into the activities of certain members of its Springs branch following allegations in the Sunday Express that the local manager, Strydom Simi, and other employees have been involved in large scale land deals.

Mr Leslie Lucas-Bull, joint GM, and his team will no doubt look closely into the rumours which the FM finds circulating in the town that:

• Plots in the township of Welgedacht, 10 km from Springs, have been bought by branch employees at market value over the past two years and then resold at higher figures on the strength of the availability of generous bond finance. The Society’s Springs branch valuations of the plots were around R2 400, yet Springs estate agents tell the FM that today they are having difficulty shifting similar stands in the same township at prices as low as R1 400.

• The branch was also openly advertising TV sets for sale in the local Press and in the window of its offices. The scheme is said to have worked like this: if a client had paid a certain amount off his bond, the Society would advance him a further R1 000 to buy a TV set from a company to which Society employees were well disposed. Bond repayments would not be necessary, but the bond would be stretched over a longer period.

TV rental companies in the town, it is said, felt they had no hope of competing with UBS financed sets.

• The Springs branch used to insist that
'No poaching' rule written into agreement

By HERB KIMMEL

TV MANUFACTURERS may not poach technical staff from the Post Office and the SABC. This rule is part of an agreement between the Department of Industries and the manufacturers.

Discontented technicians say that because of the rule they are "trapped" in SABC TV. MECs, however, say they employ them with the agreement.

The Secretary for Industries, Mr. P. F. Theron, told the parliamentary committee that the agreement was part of a ground rules initiative for the television industry and was aimed at protecting the Post Office and telecommunications organizations.

These ground rules have not yet been made public, but Mr. Theron has confirmed their contents.

When the Minister-General of the SABC, Mr. Jan Swanepoel, was asked at a recent press conference whether such an agreement existed, his answer was "Absolutely not." He said: "No one wants to offer our employees R100 more — they can go tomorrow."

Mr. Swanepoel also indicated that technicians were having trouble in the corporation.

The SABC public relations chief, Mr. H. N. de Villiers, officially denied that an agreement existed. "It is simply nonsense! Our staff, including technicians, are paid what they are worth," he said.

Poaching

Mr. Theron said the TV industry had undertaken to train its own people and not poach staff from the Post Office and similar telecommunications institutions.

Under the agreement, the TV industry will not be allowed to take staff from the SABC. Senior technicians will not be allowed to take people in the same grade as they have to train people who train them. This is a condition under which they agreed to manufacture.

A senior industry executive says that this week confirmed the terms of the agreement. His company has had numerous applications from highly qualified SABC TV personnel in recent months, but has been forced to tell them that it cannot give them jobs because of the agreement, he said.

The assistant general secretary of the Trade Union Council of South Africa (TUCSA), Mr. B. L. Kraft, said he did not think such an agreement was legally enforceable.

"It is an infringement of the right of the worker to work and anyone should be entitled to go to the highest bidder for his services," he said.

Mr. Kraft also accused the corporation of not recognizing established rates of pay for technical staff and others. "The more they fall behind, the more they will lose staff and be left with people of lesser qualification."

The minimum SABC monthly salary for a senior technician is R525, rising to a maximum of R700. The scale for a technician is R325 to R470, while a junior technician's salary ranges between R170 and R220 a month.

The starting salary for an assistant engineer with a five-year university degree is R240 a month.
Licensing should be from 1976

Cape Times Reporter

THERE is a strong feeling in the television trade that the licensing of sets should not begin until the full service is introduced in January.

It will be up to the Minister of National Education, Mr. P. van der Spuy, to decide on the starting date for licences, although the SABC has recommended that the fee of R55 a year for each set should be paid from October 1, three months before the official switch-on next year.

Dealers said yesterday that it would not be right to charge fees while test transmissions were still in progress, especially as the SABC had given no indication that the test programmes would be expanded from October 1.

"There will be a lot of resentment if people are asked to pay licence fees before they get the real thing," said one dealer. "It could also have a depressing effect on sales at a time when they should be increasing."

"People who would like TV but who have to count their cents will not buy it if they are charged licence fees prematurely. After all, they don't buy a TV set as an item of furniture. They buy it for the entertainment it will provide and it is on that basis that licence fees should be imposed."

Meanwhile, dealers in Cape Town were full of praise for the superb start made by the SABC in the umkhulu. Almost without exception those of their customers who were in receiving areas had had perfect receptions.

There had also been many surprises. TV owners in "blind" areas such as Clare's Bay and Sars Point had picked up good to very good pictures and, most surprising of all, people in Clifton had had excellent reception.

This was extraordinary, as Clifton was in a deep shadow area under the mountain.

Another dealer said: "It shows that technically the whole system is going to be very good. The SABC has done a great job, and is aligning all the stations.

Since the "rainy weather" started, individual TV owners have reported poor receptions. Mr. F. Snelgrove of Pinelands reported: "Poor colour, vague lines, across the screen, and a violent disruption in the last minute of the programme on Monday night." In which everything went out of focus.

Mr. D. C. Comar, also of Pinelands, reported a similar interruption, and Mr. W. J. Bouwer of Parow North, reported a fade-out midway through the programme on his colour set.

The regional director of the SABC, Mr. T. C. Royer, said he could not comment on the reports until he had consulted his technicians in the field.

An independent technician said that sudden deterioration in reception could be caused by a variety of reasons, and it was unlikely that transmissions were at fault.
TV, radio men meet to form protective group

Cape Times Correspondent

JOHANNESBURG. — About 80 radio and TV dealers and technicians met here the weekend to form a new association for the protection of dealers and technicians.

Mr John Perkins, a radio and TV technician and leading member of the Jaycee Organization, was elected chairman of the new organization, provisionally called the Radio and TV Technicians Association.

Mr Pat Thompson, who was elected secretary, said it may seek union status later.

"There is a shortage of technicians in the country," said Mr Perkins. "The manufacturers have done their share by training first-line servicemen for television. I believe the manufacturers realize first-line servicemen will eventually have to be upgraded and the association can help by seeing this is done."

"TOM, DICK AND HARRY"

A committee member, Mr Peter Barry, said: "Every Tom, Dick and Harry is supplying the public with TV sets at wholesale prices. They cannot possibly maintain and service these sets."

"Most of us are now qualified for TV. We have been on a conversion course, that takes six weeks. But many people go on a two-day course. They are then regarded as first-line servicemen and they are taking our bread and butter."

The first of 3000 cost price black and white TV sets to be made available to old-age pensioners by one of the country's biggest distributors has been bought by a recently retired Randfontein couple, Mr and Mrs V E Edmundson.

The sets have been made available to pensioners throughout the country at R37, a saving of R15. The Edmondsons were the first to take advantage of the offer.
TV price rise ‘not a dodge’

Cape Times Reporter

A NEW RISE in the cost of television sets which is on the way is not a dodge to encourage people to buy, but a necessity caused by the devaluation of the rand, the rise in labour costs and other factors, it was said yesterday.

The suppliers have warned retailers that the rise will be between six and eight percent — which means about R60 a set. Though the rise will become effective in September, some retailers said yesterday they expected it to become effective next week.

A spokesman for one of the manufacturers said: "This shouldn’t come as a surprise to anyone."

"When the price was increased by R15 in June we warned that it wouldn’t be the last increase. The coming price-rise won’t be the last increase either."

"UP AND UP"

"People who hopes that the price would come down were trading on a fool’s hope. It can only go up and up."

"The factors controlling the situation are economic inflation, devaluation, labour, more expensive components."

Meanwhile certain retailers in Cape Town yesterday were offering discounts of up to 20 percent for cash on two German models retailing at R1110 and R1090 plus R65 for the aerial.

Another retailer was offering the same sets at a discount price of R915, including the price and installation of the aerial.

Another offer was R555 "including the aerial, its installation, the box."

A representative of an established firm said the correct retail price for the two sets was R1110.

He warned that people who received offers from dealers that were much lower should make absolutely sure that these would get reliable proper after sales service."
TV set sales at 
24000 so far

The Argus TV Reporter 5/8/75

The latest market research figures show that, by mid-May only 24,000 television sets had been sold in South Africa.

Mr. Corder, managing director of a market research company, said that TV set sales had not started off to a disappointing sluggish start and that sales projections for the first year before the full service started in January were highly optimistic.

It was hoped that up to 200,000 sets would be sold this year, but considerable consumer resistance, mainly because of the high price of sets, has kept sales down.

Another reason is that people are waiting for the full five hours a day service to begin, before acquiring sets.

Mr. Corder said it was now estimated that about 70,000 sets would have been sold by the end of the year.

The survey also showed that among Whites interviewed 20 percent said that they would have a TV set, 35 percent would not and 45 percent were undecided.

He said the survey was carried out every month and was 949 white, 540 African homes.

Four percent of Coloured people said they had decided to have TV sets, 9 percent of Asians also said yes to sets, but only 1 percent of the Africans in the survey intended to get sets.

Among the Whites, 14 percent of those who had decided to get sets said they would buy them before the full service started.

Twenty-seven percent of this group would rent.

The survey showed that the main preference was for the big, 80 cm colour set (30 percent), followed by 16 percent for the smaller colour set and 12 percent for black and white.

Mr. Corder said that younger age groups and higher income brackets showed the greatest bias towards acquiring TV sets.
TV SETS RISE MAY NOT HAVE IMPACT

Mercury Reporter

ALTHOUGH several manufacturers have increased prices of TV sets, many retailers will continue to sell them at today's prices for as long as possible.

Two manufacturers have been granted price increases by the Price Controller because of increased production costs. This means that the retailer may now increase his prices on certain sets to a new ceiling, but not all retailers market their sets at the maximum price.

R75 UP

The maximum cost of a Blaupunkt set has been increased by the Price Controller by R75 to R185.50. However, a well-known Durban discount store sells the sets at R729.00.

Several other Durban firms have said they will absorb the increases for as long as possible.

"As the prices will not affect retail stocks already in hand, it is unlikely that there will be a "jump" in prices before the end of the year," it is believed that several other TV manufacturers are to approach the Price Controller for increases in the near future.
Forget the numbers, SABC tells PO

By Ameen Akhalwaya

The SABC yesterday suspended its instruction to the Post Office that the serial number on a TV set had to be produced before a TV licence could be issued to the owner.

An SABC spokesman said the decision was taken after a meeting with TV dealers, who claimed they had difficulty in keeping track of the serial numbers.

From today applicants for licences need only give their names and addresses, and make out the set.

Yesterday was the opening day for taking out TV licences, which cost R36 each.

The Post Office reported no rush. The Johannesburg Post Office in Jeppe Street issued nearly 460 licences, while 290 were issued at the Rissik Street branch.

Set owners have until October 31 to take out licences. Thereafter, a penalty of 10 per cent will be incurred each month, retrospective to October.

Yesterday was also renewal day for radio licences, and about 2 000 licences were issued at the Johannesburg Post Office alone. The last date for renewals is also October 31.

V Radio licences cost R6.60.
Second TV factory passes 100 000 mark

The South African Television Manufacturing Company of East London had manufactured and sold 100 000 TV sets since it began operations just over a year ago, the chairman, Mr Fred Street, said today.

Coupled with Monday's announcement by Tedex that it too had manufactured 100 000 receivers, this means that the industry in South Africa is manufacturing TV sets at a far better rate than was previously thought possible.

Mr Street made his announcement at the official opening of the SATV factory by Senator O. P. F. Horwood, Minister of Finance.

Mr Street said: 'I am absolutely delighted. The industry, having been attacked as it has in the past, has performed miracles, and this shows just what can be done in South Africa.'

'GOING PLACES'

'This is a great new industry in which I have absolute faith, and which is really going places in spite of all the misleading reports and figures which have been circulated.'

SATV produces several brands of television receivers all of which are marketed by its three shareholders.

Electra Television & Appliances, which owns 49 percent of SATV markets the Telefunken receiver; Galle with its 18.66 percent in SATV, markets the JVC receiver; and Phil Morkel, which has a 34 percent stake in SATV does markets of the Pioneer and Videoscope brands.

FRANCHISE

SATV has the franchise, under a technical know-how agreement, from AEG Telefunken of Germany, inventor of the colour system which the SABC is using, and among those at the opening ceremony were Mr O. S. C. J. Schmidt, chairman of Telefunken Germany, and two of his co-directors.

Also at the opening were Mr L. L. Sebe and Mr N. J. Mkolo, senior members of the Ciskei Legislative Assembly, and representatives of the Decentralisation Board, SA Bureau of Standards, and the Department of Industries, all of whom played roles in the establishment of this border industry.

SATV has a factory staff of about 700, of whom about 500 are_black employees who are engaged in every aspect of assembling and testing television receivers.

Among the White technicians 45 were brought from overseas and about 60 were locally trained.

The factory is producing about 650 sets a day.
IAN GRAY Probe's the financial side of television

IF IT'S TO SURVIVE

TV must go commercial
Price shock ahead as shortages hit television market

By Glenn Garven

Christmas shoppers can expect no further discounts on television sets - and a possible increase of up to R100 in the next four months.

All sets are in short supply, and whereas about a month ago it was a buyer's market, it has now become a seller's market.

The general feeling among retailers is: "People are queuing up for sets. We don't need to give discounts to get the business."

Manufacturers also have long waiting lists. One manufacturer says: "We are terribly short of colour sets. There is a tremendous waiting list and we could sell up to 100 per cent more, if we had them."

SALES

Another says he was already allocating sets for the third quarter of next year.

Mr A. Seligman, managing director of Telefuneben, manufacturers, Elec- tra, said components are in short supply. "I think that in the very near future we will be seeing increases of beyond the devaluation figure."

Manufacturers are not prepared to disclose their prices to the dealers, but in some cases, the retail price of certain sets has gone up by more than R100 in two months.

Meanwhile the Johannesburg Chamber of Commerce estimates that this year's November and December Christmas sales in South Africa will top R1.2 billion, making a Rand Daily Mail staff reporter.

This represents a 16 per cent increase - or R180 million - over the R1.108 million figure for November-December 1974.

Of the percentage increase, 13 to 14 per cent would be attributable to inflation. In real terms a rise in retail sales of approximately two to three per cent is forecast for the period.

The figures exclude sales of motor vehicles but include foodstuffs, alcoholic beverages, clothing and footwear, textiles, furniture, books, cosmetics and jewellery.

The largest sales increase is expected for foodstuffs - 25 to 30 per cent up.

Total sales including TV should be five to 10 per cent up on last year.

"Jewellery sales are expected to rise," but retailers' estimates, mainly based on the selling of pre-devaluation stocks, vary widely from 10 to 20 per cent.

The JCC estimate takes into account present unfavourable economic conditions - but still retailers expect a good Christmas.
One million see TV's first night

SOUTH AFRICA moved into the era of television last night when more than a million viewers watched the first full-scale five-hour programme transmitted from Auckland Park, Johannesburg.

The service was officially opened by the Prime Minister, Mr B J Vorster, at 8pm — two hours after transmission had begun, and test programmes had become a thing of the past.

The service, Mr Vorster said, would bring the world to South Africa’s doorstep.

More important, TV would reveal South Africa to the world "as we are".

Television had been used by other countries to give a slanted and distorted pictures of news events — and South Africa had suffered particularly in this respect.

"A high standard, objectivity and balance must be our watchwords in this service," he said.

"As a person who was not very enthusiastic about the introduction of television, I must confess that I have been pleasantly surprised by what I have seen so far," he said.

Test programmes and SATV's inexperienced personnel had done extremely well, impressing even the most ardent of the Republic's TV critics.

"Surprised"

"In fact, I am surprised that there has been so little criticism." Television had brought the world into South Africa's living rooms.

"No longer can it be said that one half of the world does not know what the other is doing," he said.

Earlier, viewers had watched Dr Piet-Meyer, chairman of the SABC Board of Governors, recall that the "biggest moment of my life" had been the day in April, 1971, when he was given the go-ahead to introduce television to the country.

Authorities had not been in too much of a hurry to introduce the service.

"Fairness"

"In the first instance, our personnel had to examine television and its suitability to South Africa."

"Secondly, we had to see what should be allowed in our attempts to maintain fairness and decency in the programming," he said.

"The introduction of television had helped South Africa move into a modern, electronic age," Dr Meyer said.

TV had to "come alive" and involve the viewers as the on-the-spot coverage of the Vietnam war had involved Americans in the battle as it happened.

As a sequel to the interview with Dr Meyer, Kamara I host Andre Walters, and SATV personnel took viewers behind the scenes to show cameramen and actors at work in the studio.

SATV's cameras were one of the best in the world, costing R34 000 each and comprised of components from three countries.

Lighting

Studio lighting cost R100 000 — "which was actually a money-saving investment as with this system of lights, there is no time wastage, We just carry on regardless," Mr Walters said.

Studio cable, if stretched from Cape Town, would extend all the way to Addis Ababa in Ethiopia — a distance of about 5 000 km.

Equipment used by SATV totalled R14m.
THE OFFICIAL start to South Africa's television service last night caused such a boom in the sale of TV sets that a large dealer did not have a single set left yesterday. "We haven't got one left. We sold out near the beginning of the week. It is unbelievable," he said.

Another dealer said: "Our sets are selling like mad. The same people who came in ages ago and said that they would only buy sets when they had seen what the standard of the official programmes are like have been rushing to buy sets recently."

"TV fever" seems to have gripped the Cape. Over 24,000 sets have already been sold in the Cape and the demand is getting bigger every day. Not only people with TV sets were able to watch the opening last night. Most stores were screening the programmes from their windows last night and one large store opened all its branches and invited families which had not managed to get sets in their homes to watch the first night's show on their premises.

Smaller TV dealers have not benefited as much from the boom as their larger counterparts. Most small dealers experienced sales "only a little above average". One dealer said he had had a 500 percent increase in sales over the past week.

TV buyers should not forget to license their sets as soon as possible. A spokesman for the Post Office said that a deadline for the licensing of sets had not been set.
TV: No plan to cater for Blacks

The SABC has no definite plans for TV programmes aimed at Coloured and Indian viewers, nor will it provide a separate channel for them, says Mr Gert Yssel, deputy director of administration.

Leaders of the two communities feel the SABC must make an effort to cater for their tastes and interests, although many are against having a separate channel.

Mr Yssel said the "only plans" for Black TV involvement is the setting up of a service for Nguni and Sotho "African" language groups.

This would begin some years in the future but the training of Black cameramen, lighting technicians, producers and "other staff" would commence near the end of this year.

He said the senior supervisory staff had already been appointed and were all White.

**LICENCE FEE**

At the moment only Whites can attend studio shows, and programmes are orientated towards White viewers. Anyone with a TV set must, however, pay the licence fee.

Mr Yssel said it was possible that in the future there would be separate Afrikaans- and English channels. This might allow for programmes of special interest to Coloured and Indian viewers to be "slotted in."

"We are aware that pressures from these people will build up for as much representation on TV as possible," he said.
Cost of television services

129. Mr. R. M. DE VILLIERS asked the Minister of National Education:

(1) (a) What was the cost of the provision of television services up to the end of 1975 and (b) what is the estimated cost of the service during 1976, 1977 and 1978, respectively;

(2) (a) how many television licences had been issued as at 31 December 1975 and (b) what was the total revenue derived from licences as at that date;

(3) whether it is intended to introduce advertising on television; if so, (a) when, (b) what is the estimated revenue that will be derived from advertising in the first year and (c) what factors determine the choice of this date.

The MINISTER OF NATIONAL EDUCATION:

(1) (a) Capital cost ±R70 000 000 and running cost ±R36 000 000.

(b) Capital cost ±R2 500 000 and running cost ±R49 500 000 for 1976.

I do not at this stage consider it desirable to furnish the estimated figures for 1977 and 1978.

(2) (a) 213 352.

(b) R7 347 000.

(3) Yes.

(a) 1978.

(b) It is not possible at this stage to furnish an estimated revenue.

(c) The protection of other vested interests and the provision of facilities for such service.
Astute helmsmanship at Tedelex has gained it a useful — some might say unwarranted — start in the TV profit stakes. But the years ahead could be lean, hungry ones for the industry.

Behind Benny’s R12m bonanza

It’s quite a balloon Tedelex chairman Benny Slome has sent up with his R12m prelim profits. The cries of profiteering and scandal are currently shaking even the temples of government.

Yet in no more than two years Pretoria’s hallowed halls will be ringing with peals of quite a different tune — cries of help.

For Tedelex’s success tends to obscure the fact that TV is a very odd industry indeed. The boom is short, the lifespan uncertain and the casualty rate, as the corpse-littered battlefields of European and UK television bear testimony, is high.

Estimated saturation for TV sales in this country varies between 800,000 and 1m sets, although total likely sales could be extended considerably if Black incomes rise quickly and a massive electrification programme puts power into Black homes. But that’s a big ‘if’.

To date 350,000 sets have been manufactured, most of which have been sold. The six manufacturers who, by government decree, make up the TV industry, are capable of producing a further 300,000 sets by the end of this year.

We’re probably at the height of the boom now. Another peak will come in July when SABC screens the Olympics, judging by the effects of the Munich Olympics on European TV sales.

Nevertheless, with SA set makers capable, and only too willing, to produce yet another 350,000 sets next year, by the last quarter of 1977 the industry will have reached its own estimates of saturation point.

What then? There’ll be an ongoing market for sure and, to some extent, a replacement one. We may also have portables which newspapers believe will be the panacea for everyone’s ills; presumably because they’ll be cheaper (but how much cheaper?).

Guesstimates of the eventual ongoing market range from a gloomy 120,000/year to a cheerful 250,000/year. Even at the top figure the total market available to manufacturers will thus drop by almost 30%.

Yet the total number of manufacturers competing for the diminishing cake could be nine, if one includes Salora in Swaziland, Life Electronics in Lesotho, and possibly another in Botswana.

“Ah ha,” we can hear Pretoria cry. “It’s for this very reason that government decided to limit the number of manufacturers in the first place to ensure TV companies wouldn’t go broke as so many did in Europe, thus leaving the consumer with sets which can neither be serviced or replaced.”

That’s true. But will this goal be achieved? Market forces will still be at work even in this red tape-wrapped industry. And on the figures which the...
BACK IN DEMAND

There's been a sudden increase in demand for television sets, particularly in major cities.\n
The allocator of licences has still to settle on a formula that will allow all manufacturers to make a profit. Meanwhile, TV manufacturers are waiting to see if they will be allowed to sell their sets at the higher prices.\n
BE A PAL, FRITZ!

After June, when the country develops from almost completely off the grid, manufacturers from across the country will be looking to sell their sets. The consumer price of television sets is set to rise significantly. Of the 30,000 SKDs expected to be sold, only 20,000 will come from manufacturers. The other 10,000 sets will come from other companies.\n
The Financial Mail, May 12, 1976
SATY RUNS RISK OF ANONYMOUS TAG

I don't think SATY

LONDON — South African television

of becoming anyone anybody anonymous.

In the world. Instead of running the risk
could develop into one of the most
distinctive or

The Star Human

3/11/76

SRA 2/3/76
Satour chief condemns guides remarks on TV

The Argus Correspondent

JOHANNESBURG. — Remarks about Africans made by a tour guide on television last night were today condemned by Mr Theo Owen, director of the South African Tourist Corporation.

But he defended tour guides in South Africa generally, adding that the guide featured on television was an exception.

On the Looking In programme last night viewers were taken on board a tourist bus in Johannesburg. The unidentified woman guide said that Black South Africans killed White children for witchdoctors, that they did not buy medicines from chemists, preferring dangerous muti, and that all Black women were encouraged from puberty to have children.

The idea of the item was to demonstrate that South Africa needed better tour guides. A studio panel agreed on this.

Mr Owen said: "The whole tourist industry is aware of the problem of the guide who does not come up to standard, but this is not a general thing. On the whole, tour guides are very good. It is a very specialised field."

He said tour guides could sit for a diploma in tourism but this was voluntary.

A good guide can make a tour, and tour operators are aware of this. They go to great lengths and make sure guides come up to standard."

A spokesman for the Department of Tourism said that as tourism grew in South Africa, standards for tour guides were improving.

The tour firm in question was Sprinboek Afies Safaris which last week was taken over by a firm called Drakensberg Coach Tours.

The general manager of Drakensberg, Mr L. S. van der Walt, said today his firm was trying to establish when the film was taken, and the identity of the guide.
‘I’m too stupid,’ says tour guide after TV trauma

Own Correspondent

JOHANNESBURG. Some of Mrs Ray Fysh’s best friends are Blacks.

This is what the Springbok Atlas Coach Tour courier said yesterday shortly after she resigned over her “candid” TV appearance on Monday night’s Looking In programme.

Yesterday Mrs Fysh told of “the most shocking moments of my life” — when she settled down to watch TV after feeding her dogs and saw herself appear on the screen.

Clutching her head in horror, she sat through her 10-minute appearance and heard herself say that Black South Africans killed White children and ate their hearts while they were still alive, that Blacks preferred “muti” sellers to chemist shops and that all Black women had babies whether married or not.

How candid tour talk was filmed and recorded by an SABC TV team who were in the tour party.

“I think my wife spoke too much. She should never have been a courier,” said Mr Mark Fysh who heard his wife say: “Black people can be very, very cruel. If they decide they want the heart of a nine-year-old child they are going to find that child and take out its heart.”

A calm and poised Mrs Fysh told yesterday how she loved her job and had spent hours researching and compiling her tour talks.

“I did a lot of research,” she said, “but I can’t remember where I picked up that piece of information. I think I read it in a book.”

Yesterday Mrs Fysh had no comment to make on South African race relations.

“I’m too stupid,” she said.

“I am not interested in churches or politics.”

But on TV she said: “There is no racial tension at all. Not amongst us workers. The Cabinet ministers are doing all the creating. We workers are perfectly happy. Ask any Black person or any European.”

Now Mrs Fysh just wants to put “this whole ghastly thing” behind her.

“I don’t want to be branded. Some of my best pals are Blacks,” she said.

A spokesman for Drakensberg Coach Tours — the company that took Springbok Atlas Coach Tours over on April 1 — said the TV appearance “came like a bombshell to us”.

“Neither South Africa nor the company can afford this sort of thing,” he said.

The company intended getting expert instruction for its couriers in future, he added.

Mr Fred van Wyk, director of the Institute of Race Relations said:

“I am absolutely horrified that a person in a position of authority could conjure up such a hopelessly distorted picture and insult so many Black people.”
Mercy Correspondent
CAPE TOWN — The new Black television service will cost a massive R102 million prior to its scheduled introduction before 1981 and it will cost R60 million a year to operate.

But at the same time the Government has made it clear that there are no plans to introduce separate television services for Coloured and Indian people.

In the House of Assembly yesterday the Minister of National Education, Dr. Piet Koornhof, replying to a question said the Black television service would be introduced "as soon as possible, hopefully before 1981."

Before introduction it would cost R102 million "at current prices," and would cost "approximately R60 million per annum at current prices."

It was not possible to give an indication "at this stage" of the expected annual revenue of the Black service because this "will depend on the number of sets sold and the availability of electricity supply."

He said that the conservation for the studies for the Black service had already been started in Johannesburg.

Dr. Koornhof said that it was not the intention to introduce at this stage a service specially for Coloureds and Indians.

He said that in January this year, a total of R715,000 had been collected in television licenses while the operating costs were about R250,000.
The Minister of Defence, Mr P W Botha — broadcast of his election speech upset the United Party.

The film and the interview were previewed by Mr Rive and his public relations staff. They had objections to some parts of the programme and made these objections known to senior staff at the SABC.

The film and interview were then viewed by senior staff — almost certainly by Mr Pieter de Bruyn, director of television programmes, among others.

They felt Mr Cundill had been too aggressive in the interview and had tried to embarrass Mr Rive and they gave directions that the film should be shelved.

Mr Rive himself refused to comment.

After the publicity about the programme in The Star, which was followed up by a Sunday newspaper, the SABC announced that the Rive interview would be screened after all — "at a future date."

According to The Star's information, however, television staff had, prior to the publicising, already been instructed to produce a film to replace the interview.

Internal censorship apart there are many who feel there have been blatant instances of political slanting in television — some of them are people who have come under the whip in television programmes without being given the right to reply.

There are not many examples to quote because the SABC has an effective gag on almost all authoritative sources, but a few that have been noticed by the public are:

- In its report on the opening of the Richards Bay harbour the SABC excluded, probably for policy reasons, all mention of the cost of the opening celebration — although this was mentioned in a speech at Richards Bay by the Minister of Transport, Mr S L Muller.
- In February, a current affairs type commentary on student activism formed part of an otherwise normal news broadcast.
- Students were also upset in March when a conservative English-speaking student at the University of the Witwatersrand attacked Nusas and that organisation was then refused the opportunity to reply.
- In March also the United Party protested against what it saw as slanted coverage of news.

The Minister of Defence, Mr P W Botha, was filmed addressing a by-election meeting in Alber- ton. The UP pointed out that Mr Botha was speaking at an election rally and was therefore appearing as a politician and not as a Cabinet Minister.

Towards the end of last month, the SABC landed in a fullscale row after cutting certain remarks made by a prominent businessman in a panel discussion.

Dr Boris Wilson, chairman of the Radio Manufacturers' Association, had attacked the high price of television sets and some of his remarks were cut out when the programme was broadcast.

Explaining the cuts Mr Robin Knox-Grant, head of television's English service, said the corporation did not want to present programmes "for the sake of sensationalism."

Earlier this month a news commentator spread comfort among conserv-
Some TV men love their work but hate SABC

In the little more than three months since the television service started the SABC has had a decidedly mixed record on politically slanted coverage of events.

Now, apparently, the whole issue is coming to a climax with the corporation's politically appointed controllers being pitted against some of their own production men.

Some praise is undoubtedly due to the corporation. However, the SABC deserves more brickbats than bouquets.

Kevin Stocks
Television producers and personalities who love their work but hate the SABC are inclined to glance over their shoulders before speaking about internal censorship in the TV service.

Television, after all, is both their living and their vocation and in South Africa you either work for the SABC or you don't work on television.

When they do speak they are bitter about the heavy hand of the "big boys" that is always ready to come down hard on the bottom of anyone who wishes to put the needle into the wrong conscience.

There is, of course, no directive on the present degree of slant. What does exist is an unspoken understanding that a certain approach is officially preferred and that anyone who does not comply will find his programme cut or dropped entirely.

The "shelving" of the interview with the Postmaster General Mr. Louis Rive is a case in point.

Last Friday The Star revealed that the programme had been shelved — apparently as a result of a request from Mr. Rive or his public relations staff.

NOBODY TALKS

Establishing the facts of the Rive interview was difficult because neither the producer of the programme, Mr. Kevin Keveney, nor the freelance interviewer, Mr. John Cundill, would talk.

As far as can be established what happened was this: The interview was filmed and Mr. Keveney made a film to go with it which pinpointed some of the shortcomings of the telephone service.


Improved

Better

That's the plea

From Prof. Bruch,

call tell's Me Mr. PDI

the man they

were for all

QUOTE 18/4/76

STRIP 5

By Brian Gray
Audio/visuals

Is it essential to show any audio-visual material, such as a film or videotape?

The Minister of Finance:

(1) Whether the customs duty on imported television sets varies according to set specifications; if so, how?

(2) Whether the duty is levied on sets confiscated and sold by the Department of Customs and Excise.

(3) Which rate for your exhibition has been decided?

Mr. G. W. MILLS: Mr. Speaker, other hon. members may ask about conferences.

(1) No.

(2) In terms of section 4(3) of the Customs and Excise Act, 1964, the proceeds of the sale shall be applied in discharge of any duty, expenses, etc., payable in respect of such set. If the goods can, however, not be sold for a sum sufficient to cover the duty, expenses, etc., the Secretary for Customs and Excise may accept the sum offered or if he regards such sum as not reasonable the article may be appropriated to the State.

Mr. G. W. MILLS: Mr. Speaker, arising out of the hon. member's question, I shall understand him to say that the present duty of R300 on imported sets is relaxed in respect of abandoned sets which are sold.

The Minister of Finance: Mr. Speaker, if the hon. member puts his question on the Question Paper, I shall reply to him.

For written reply:

May 11 1976

(f) Can the room be darkened easily? Are there sufficient power supplies for any projected visuals or recorded sound?

Visuals

(a) What equipment will you have at your disposal? Will there be an experienced projectionist available?

(b) Are there any suitable visuals or other aids (e.g. films, videotapes, sound tapes, slides, etc.) already available?

(c) What facilities are there for obtaining or making others you may need?

Budget

Has a budget already been prepared? If so, how much money has been allowed for:
Federated Hotel Associations: Television licence fees

1218

Mr. R. M. DE VILLIERS asked the Minister of National Education:

Whether the Federated Hotel Associations of South Africa recently made representations in regard to television licence fees payable by hotels; if so, what was the nature of (a) the representations and (b) the reply thereto.

The MINISTER OF NATIONAL EDUCATION:

Not; (a) and (b) fall away.
Audio/visuals

Is it easy to show any of the visual aids, such as a filmstrip or a videotape?

(b) Is it suitable as a meeting place for your audience and as a background for your subject?

(c) Is it the right size for the audience expected?

(d) Will everyone be able to see? Is there a dais or platform? Is there enough room for the proper positioning of one or more projection screens?

(e) Will everyone be able to hear? Will you need to use a microphone? Is there a public address system already installed? Will there be any distracting noises and can these be silenced during your presentation?

(f) Can the room be darkened easily? Are there sufficient power supplies for any projected visuals or recorded sound?

Visuals

(a) What equipment will you have at your disposal? Will there be an experienced projectionist available?

(b) Are there any suitable visuals or other aids (e.g., films, videotapes, sound tapes, slides, etc.) already available?

(c) What facilities are there for obtaining or making others you may need?

Budget

Has a budget already been prepared? If so, how much money has been allowed for?
Police probe White dictator group

BY RICHARD GIBBS

A top-ranking security police officer disclosed yesterday that the activities of a new Right-wing organisation are under investigation.

The organisation, which has claimed credit for two recent attacks — one of them caused R500,000 damage to the offices of the weekly newspaper, Beeld — is fanatically pro-Afrikaner, pro-White and anti-Fascist.

Members of the organisation, dismissed as "lunatics" by one Afrikaner editor, claim the Government and the Afrikaans Press are "too liberal" and are preparing the way for the "downfall of the Volk".

This week the arch-conservative "super-Afrikaner" and controversial "taxi" campaigner Robert Splinter van Tonder said he believed the organisation had a large following.

"I know they mean business," he told me.

Mr van Tonder said conservative Afrikaners were becoming increasingly frustrated at the Government and the Afrikaans Press. This point-up frustration, he said, could lead to political violence.

"The climate is ripe for it," he said.

An editorial by Mr van Tonder in yesterday's issue of Die Stem, his newly-established ultra-Right-wing weekly tabloid, speculates on the "birth of a new Oosera Brandewag."

Gaining

"Observers believe it is not unlikely that a movement similar to the Oosera Brandewag of the war years could be gaining ground among Afrikaners," Mr van Tonder writes.

He said he received a letter saying the fire at Beeld was started by angry Afrikaners who were "sick and tired" of its liberal stance.

Mr van Tonder says Beeld was informed by telephone of the reasons for the fire. Die Transvaal and Die Vaderland, the other two Afrikaans dailies in Johannesburg, were also warned they would be next on the list if they carried on in their "liberal direction."

The attack was an act of retaliation as a result of one of the store's branches dressing its Black cashiers in Voortrekker outfits as part of a cheese promotion campaign.

Lunatics

Mr H. J. Grosskopf, editor-in-chief of Beeld, said Beeld had received a threatening call after the fire, telling them to expect more.

"These people are lunatics. You can expect them in any fairly large community," he added.
TV sales: slump coming

By 1978 thousands of Black assembly workers could be jobless in areas set aside for job-creation

Thousands of recently-trained TV assembly plant workers face losing their jobs at the end of next year as a result of the expected sales slump.

Already retailers report sales resistance (Inside Industry July 22) and price-cutting is rife. The twin viewing attractions of the All Blacks rugby tour and the Olympic Games have not lured the public into buying as many sets as the trade had hoped. And this week Olympic coverage ended.

So far about 550,000 sets have been sold and estimated total sales by the end of the year range from 650,000 to 700,000. The total market, however, is generally estimated at 800,000-900,000 (based on the number of households within TV viewing areas).

This could mean that next year the six manufacturers — SATV, Philips, Tedex, Barlows, Southern Cross and Fuchs — will struggle for a share of a market of little more than 200,000 — around half of this year's market. And after 1977? Demand will continue, of course, as people replace sets, as more families enjoy higher incomes, as electric power is installed, and as the SABC extends transmissions to outlying areas. But that's a drop in the ocean.

One big question is whether the replacement market will be up or down. Will set-owners, say, trade-in a mono-chrome set for a colour set?

At the beginning of this year there was little demand for black and white sets and many manufacturers were trying to persuade overseas source factories to cut back on earlier orders and replace them with colour sets. Big colour was the thing. Then in February, there was sudden demand for B & W. Today, according to some manufacturers, there are not enough black and white sets in the country to meet demand. "We've got orders we can't fill until October," says Electra chairman Dave Thomson.

The swing is gaining momentum and manufacturers are now thinking away from big colour. Take Barlows. It will introduce next year an 18 inch National brand small screen colour set to complement its popular 20 inch Barlowvision set. Production will be curtailed on its 20 inch colour model. This is an obvious lead-in to small B & W and colour sets, since National of Japan is the world's biggest manufacturer of small TV sets.

The small set has two main attractions. Its price is likely to appeal to families that can't afford a big screen (average R900 for colour) and who'll therefore buy it as a first set. Secondly, small screen B & W is ideal for the affluent who want two sets, one a transportable with a built-in aerial, which can be plugged in around the house.

Other manufacturers are also looking at the possibility of producing smaller sets. Stumbling block is that government quite agree. At present set sizes are limited (by decree) to 26, 24 and 20 inches. On the other hand, there's no reason why government should rule age smaller, cheaper sets and Minister Economic Affairs Chris Heunis has told the FM that he would certainly consider applications.

The portable is also expected to appeal to the untapped Black market (that panacea for all consumer durables' ills). But Blacks say they are not all interested in "White" programmes and it will not be until 1980 or thereabouts that the SABC's Bantu channel comes on the air resulting, hopefully, in strong Black demand for sets.

This still leaves the TV industry with a very bleak outlook for 1978 and 1979. Combined replacement and new sales could be as low as 100,000/year during this period. "Bugger all, in fact," means one set-maker.

Tedex chairman Bennie Slocum doesn't agree. "I'm not optimistic," says
MINISTER WILL KEEP TV 'CLEAN'

DR. PIET KOORNHOF, Minister of National Education, promised yesterday to keep SATV "clean" and of the "highest standard". He was not interested in the "permissive society".

He was reacting to complaints about certain programmes, which had been broadcast on SATV, including one, "The Enemy", which had homosexual overtones.

Mr. John Vickery, one of the founders of the Rhodesian Front Party, now living in Durban, said he believed that the Afrikaner, with his "conservative traditions and strong Calvinistic" background, could withstand the permissive society.

The English, however, were more vulnerable.

Mr. Vickery said that while he was a newcomer to South Africa, his heart was the same as any Afrikaner in this place today.

Many films had been imported from America and had "blatantly" projected Negroes as "towering intellectuals" and "leaders".

"This is the type of propaganda which can be used in the TV media," he said.

Another delegate also complained about the TV service.

Dr. Koornhof assured the congress that the policy was to keep all programmes clean, of a high standard and not to embarrass anyone.
The market switches off

Unsold sets pile up as

A MULTIMILLION POUND DISASTER

BY FERER DE VILLIERS

28/11/76

THE GREAT TV DISASTER

28/11/76 8am TVR

The TV market is in turmoil with only a few sets of the new CD-19 model going on sale. The sets, priced at £1,000, have been met with opposition from the public who prefer the older models.

The company, however, is confident that the new sets will be a success. They have invested heavily in research and development, and believe that the CD-19 will be the set of the future.
SOUTH Africans will pay about R300-million over the next 10 years for repairs and maintenance to their television sets.

The final repair bill may be even higher if some of the television manufacturers close down their plants — as has been predicted as a result of the slump in sales.

Most owners and renters have contracts with the manufacturing companies for service and repairs.

I was told that the average annual cost for colour set repairs and maintenance would be about R60. The cost for black-and-white sets would be about R20 a year.

The SABC estimates that there are 630,000 sets operating in the country. The industry estimates that 30 per cent of these sets are black-and-white and the rest colour.

The maintenance and repair bill for a five-year period would thus be about R19-million for black-and-white sets and R132-million for colour sets — a total of R151-million.

The repair bill for a 10-year period would thus be about R302-million.

Last week the Sunday Times reported that a shopper's dream had come true with the plunge in the price of television sets — with black-and-white sets being offered for R228,97 — more than R100 below normal retail price — and colour sets for R497,97 and R999,97 — the latter R300 cheaper than in February and March.

This offer was made by a chain of discount stores. By Wednesday this week Hyperama in Germiston, were offering large colour TV sets for R499 and black-and-white sets for R199.

Asked to comment, the head of one of the country's largest TV manufacturing companies said: "The market has reached the stage where some sets are being dumped. "The people who are selling these sets now, these prices are not bleeding the public. It's the companies that make them that are bleeding. It's the beginning of the end for some of them."

By NEIL HOOPER
R100m TV BILL FOR BLACK SWITCH-ON

IT'S all systems go for South Africa's black TV service and R100-million has been allocated to provide it.

By the 1980 launch date it is expected that two in three urban black homes will have electric power and a battery set box will cover the rest.

The service will be in five African languages and will be run almost entirely by blacks.

The head of the service, Mr Theuns van Heerden, says his department will begin recruiting blacks for training as directors, scriptwriters and cameramen this year.

"But most of the money allocated for the institution of a black service will be spent on transmitters, studios and equipment," he said.

"Except for a few whites the service will be run entirely by Africans. We want to train them and then let them get on with the job."

Mr Van Heerden says he sees the black television service as a "sort of university of the air.

"It will bring the world into the homes of thousands of people who will never get a chance to see it for themselves.

"It will cost about R100-million to get the service off the ground."

A survey done by the Sunday Times shows that about 200,000 out of nearly 1,000,000 black homes in urban areas throughout the country will have electricity by 1980.

Mr Van Heerden says about two million people will be watching the black service when it is switched on.

Viewers

"Between five and six people in each home will be watching television, plus domestic servants, hostel dwellers and in mind compounds.

"The service will cater for South Sotho, North Sotho, Tswana, Zulu and Xhosa.

"The viewing time will be split like the white service. Half will be for the Sotho and Tswana people, whose languages are similar and the other half for Zulu and Xhosa viewers.

"Initially about 80 per cent of the material shown will have to be bought overseas."

Mr Van Heerden said...
A STORM of criticism is among the birthday presents this week marking SABC TV's 12 months of official broadcasting.

In a survey yesterday of manufacturers, allied industries, cultural organisations and consumer groups the Rand Daily Mail found:

- Dissatisfaction with the quality of the service offered.
- Relief that the service was not good enough to seriously upset other entertainment industries.
- Resignation that the TV sales slump would continue.
- Exasperation that a service with so much potential had delivered so little.

But there is no greater critic of South African television than the SABC itself.

Its director general, Mr J. N. Swanepoel, said yesterday: "During the past year we have learnt a lot and have proved we are not afraid to change. If we felt we were on the wrong track we moved smartly off it."

Among the SABC's critics yesterday was Mr Ray Wilson, head of TV production and presentation at the University of the Witwatersrand. He attacked the lack of novelty and originality in SABC programmes.

"Most other networks of the SABC's size have an unwritten policy of considering the viewer as the most important person but this is not yet the case at Auckland Park."

"Lack of apologies for breakdowns, indeed sometimes no acknowledgement at all that anything is wrong, is prevalent," Mr Wilson said.

Dr Whitehorse Richards, president of the SA Academy of English, said that technically the service had been good and some overseas programmes had been excellent.

"But there seems very little to build up local English-speaking cultural depth of thought and debate. There is too much of cabinet ministers and senior officials giving out official viewpoints and statistical information, often in very indifferent English and no bright, easy conversational comment with the type of quick repartee and humour that is so essentially English," Dr Richards said.

Mr J. B. Espach, general secretary of the Afrikaans Kultuurbond, said that while he was satisfied with the service there was room for improvement.

"If we feel there are too many translated films and I would be happier to see more homemade programmes," he said.

Happy

But cinema and home film industry spokesmen were not complaining yesterday.

All agreed that the type of entertainment offered by SABC television has not proved to be in competition with what they offered.

And a spokesman for major TV manufacturers said his industry could expect no major boost in sales until a Black service was introduced.

With about 650,000 TV licences already taken out sales potential is weak.

Repling to the criticism yesterday Mr Swanepoel said: "We came on to the TV scene very late in life but TV is our baby."

"Now the baby is getting older — and as children grow up they mature. We firmly believe that this is happening in our television service."

Meanwhile SABC TV's new mid-evening religious interlude has been severely criticised. But Dr Koot Vorster, moderator of the Ned Geref Kerk in the Cape, approves of it and would like to see more programmes like it.

The Dean of Cape Town, the Very Reverend H. L. King, has described the interlude as phoney and embarrassing and says it should be scrapped.
Black teach programmes on TV likely

The SABC would consider broadcasting educational television for black schools even before the introduction of a black television service, says the director general of the SABC.

Mr J N Swanepoel said there would be no problem in transmitting school programmes on the existing channel during day time for all races.

"The big question is who will provide the programmes. That is where the cost line," he said.

The SABC had considered the matter but it was up to the Government to take the initiative.

IN-DEPTH STUDIES

Earlier Mr Theuns van Heerden, head of programmes of the black service said the time was ripe for in-depth studies of ways and means of using television for formal and informal black education.

Interested parties should start looking at the "immeasurable benefits" of coupling black television with black education at all levels — preschool, school and adult education.

He was impressed with educational television in Britain and Germany and believed it could play a special role in South Africa in view of the black teacher shortage.

Mr van Heerden said private organisations were preparing the first 30 documentaries for black television. Black directors, scriptwriters and cameramen were to be appointed this year.

NO REGRETS

Asked whether South Africa could afford to spend another R100 million on television in view of the inflationary effect of the network already introduced, Mr. Swanepoel said he had no regrets about the introduction of the present service.

"We shall go ahead with our black service on the same basis," he said.

SABC was an independent body whose expansion did not reflect Government expenditure, but amounted to private enterprise.
Bellville TV plant lays off hundreds

By GORDON KLING

EMPLOYMENT at the Bellville Telelex TV factory has been cut by an average of more than 200 people a month for the past four months.

The management of the group has admitted that workers had been laid off after September.

The workforce at the plant has been reduced by 70 percent since September, from 1300 employees to 400.

The company disclosed four months ago that it had laid off 395 workers "for purely economic reasons.

Asked to comment on the exceptionally high staff depletion rate, the director in charge of the factory, Mr S G. Bernhardt, yesterday said a cutback of more than 300 employees had been made in November because of the depressed state of the TV manufacturing industry.

"Not more than 100 workers had been dismissed last week. A great many workers had left of their own accord because "they could see the writing on the wall."

Mr Bernhardt denied rumours that another big lay-off was imminent. The company was trying to consolidate and looked forward to a brighter future with the advent of portable sets.

The economic squeeze has been felt by all six South African based manufacturers and the two outside exporters since June when the market reached a level of about 600 000 sets.

It was announced last month that the specialized colour television factory of Southern Cross Television in Johannesburg would not reopen after the "Christmas" shutdown.
Better TV is worse for the schools...

An improvement in the quality of television programmes bodes ill for education, a Johannesburg educationist warns.

"So much so, in fact, that soon it might not only be a case of teachers worrying about pupils watching too much and doing too little work, but of pupils worrying about teachers not getting marking done."

"But, of course, this depends on whether the SABC can continue producing documentaries like the one on witchcraft or importing really top class overseas programmes," said Dr I Kriel of Damelin College.

He predicted too that primary and junior high school pupils are going to find it difficult to get their parents to help them out with their projects as they have done in the past.

"This might not be a bad thing as pupils would then be forced to work on their own — but it might also mean that parents and children will become even more isolated from each other," he said.

"Dr Kriel said most of his staff members admitted they were "hooked" on the box and one teacher — an atheist — had not yet missed one epilogue because "he could not bear to turn his set off."

While Afrikaans children were definitely becoming more bilingual because of television, Dr Kriel said, English pupils were losing out.

"The Afrikaans used on TV is first-rate, but it is also rather academic and no attempt is made to help the English speaker," he said.

He suggested the SABC compile vocabulary lists for upcoming Afrikaans documentaries.
TV violence call

Science Editor

If television promotes the cult of violence to the extent that has been claimed, it deserves the attention of the medical profession, says the South African Medical Journal.

Violence, says an editorial, is wiping out the gains to health achieved elsewhere, according to United States doctors. It is claimed that the overall death rate among young Americans aged 15 to 24 years has risen by 18 percent in the past 13 years, and that most of the rise is due to violence.

While some doctors are convinced of the detrimental effect of TV violence, there is no solid scientific evidence linking TV viewing and epidemic aggression among children and adolescents.

But most American children spend as much time before the TV screen as they do in school, and in 10 years will have seen 12,000 screen murders.

"Do not imagine that South Africa will not go the same way," the journal warns.
TV helps deaf to hear

Marais Malan
Science Editor

Television has helped make hearing aids acceptable to the public and to improve the technology, according to a Johannesburg eye, nose and throat specialist.

This had happened in Britain and he hoped it would happen in South Africa, too, Professor D R Haynes, of the Johannesburg General Hospital, told a group of general practitioners.

Formerly, he said, people did not like wearing hearing aids. They believed it advertised their deafness, caused embarrassment and was often a disadvantage, particularly in business.

Radio made little difference. If people could not hear they merely switched off the set.

Then came TV. When they could see that something was being said they began demanding hearing aids which were worn with as little embarrassment as people wore spectacles.

But Professor Haynes warned that not every deaf patient would benefit from a hearing aid. Indiscriminate amplification of sound did not mean that a person would be given speech differentiation.
The proper service can cut
viewing costs.

To cut a separate policy covering accidental damage to your set or
to save on insurance, you could
consider.

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THE ASSEMBLY. — South Africa spent R48 200 000 to introduce television last year, the Minister of National Education, Dr Piet Koornhof, said yesterday. He said this compared with the estimated cost of R51 391 000.

The number of licences issued was 661 592 and their revenue R39 130 670.

— Sapa.
Donald Woods —

Why not real television?
Family escape as TV explodes

JOHANNESBURG — Charged wood fragments and a blackened pile of electronic debris are all that remain of the Bowen family’s television set after it exploded and burst into flames on Saturday. But Mr. and Mrs. Arthur Bowen and their daughter, Evelyn, 21, must be the luckiest family in Johannesburg.

The set erupted during the ten brief minutes that nobody was watching TV on Saturday afternoon. The explosion sent black smoke pouring through their three-bedroom flat and glass fragments shooting all over the living room.

Mrs. Celia Bowen, who was resting in her bedroom at the time, said: "I heard three loud bangs. I opened the bedroom door and a cloud of black smoke hit me. I thought the living room either watching TV or doing it in front of the set. I screamed to warn him, but was nearly overcome by the smoke."

Meanwhile, Mr. Bowen and Evelyn, who had left the set switched on while they left the flat briefly, raced back inside when they heard a bang and saw smoke pouring out of the flat.

Mr. Bowen grabbed his almost asphyxiated wife and helped her outside. Then he and a neighbor used an emergency fire hose to put out the flames, which were already licking the ceiling of the living room.

"The TV set was white hot. I would like this to serve as a warning to parents who leave their small children alone watching TV," Mrs. Bowen said.

The set appeared to be in perfect condition before the explosion, but the incident could not have been caused by any power supply fault because none of the other set-owning tenants in the flats noticed anything unusual, Mr. Bowen added.

The smoke-stained walls of every room in the flat bore witness to the accident yesterday and black smoke had penetrated into almost all the clothes cupboards. Even the living room windows were cracked by the force of the blast. — DDC.

Pamels aanloot, met 'n veldwerk in die bevolking van Afrikaans en te stig die stelling dat Afrikaans die eerste stel teer is. "Hy het die tyd voorbeleide dat die son en die maan in die hemel is." — DDC.

Onlangs het die Neil Maclean, die regeringsminister vir Beroen, suidelike Suid-Afrika, gesê dat die stelteer noodwendig is vir die verdraag van die Afrikaanse taal in die nasionale politiek. "Vir ons moet dit beteken dat we moet leer om die stelteer van Afrikaans te verstaan." — DDC.

In 'n onlangs gepublikeerde artikel het die Hesseling, 'n kennis van die Khoisan-speekers, gesê dat Afrikaans "n uitgestrekte, onveranderlike taal" is. "Afrikaans is nie net 'n taal nie, maar 'n kultuur, 'n manier van leef, 'n wêreld waarin ons saamleef," sê Hesseling. — DDC.

In die voorwaarde van veranderlike teer moet die Hesseling oor die tuiste van die Khoisan-speekers gespeel het. "Die kultuur van die Khoisan-speekers is nie net in Stellenbosch nie, maar ook in die hele regio waar sie oor en oor weer terugkom. Die Khoisan-speekers het, net soos ons, eie mosiek, eie skryf, eie kultuur," sê Hesseling. — DDC.

In sy boek "Khoisan: die verhaal van 'n van die laaste Khoisan-speekers" het Hesseling 'n geslag van die Khoisan-speekers in die Karoo, die Khoisan-speekers, geskenk. Dit is 'n jarelange projek dat Hesseling ons gegeef van die Khoisan-speekers se kultuur en leefstyl. Hesseling het dit in sy opdracht deur sy onderrigkuns geskryf en nuus versprei. — DDC.

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TV blast sets flat ablaze

Manufacturers of a television set which allegedly exploded in a Towerby Johannesburg flat at the weekend will examine the burnt-out remains of the set to determine a possible cause, a spokesman said today.

"The set switched on but unwatched, reportedly burst into flames while the set owner was out of his flat.

"When I returned, the living room was in flames," said Mr. Arthur Bowen, who had gone to a shop with his daughter Evelyn (21), leaving the set switched on.

"His wife had been resting in a bedroom.

"I found her wandering around in a daze," he said. "She couldn't find a way out because of the smoke.

Mr. Bowen led his wife to safety. Then he and a neighbour put out the flames with a building fire hose."
SCHOOL CLEAN SWEET

Reporter
UNKHUMBANE LEPI Community, School No. 13. School premises are only eleven kilometres from the centre of Durban.

The lower primary forms were housed in a single building. The school has more than 600 broken windows and digestive poluted toilets.

The school buildings have no walls and other have no doors. Pupils have to attend classes every day with no shade, fences, flush, cisterns in the walls, paper, rubbish in the latrines.

The Port Natal Board of Administration, Board's director Mr. S. L. Komungh, called a meeting to discuss the conditions of the schools. He said, "We have allocated R5 000."

The board took the action of the City Council, and the City's responsibility. In 2013, the City Council took similar action. The city was only responsible for the responsibility of its own children.
The SABC wants to stop the power behind the ban
R10m spending spree on TV commercials

BY TONY KOENDERMAN

A R10-MILLION spending spree on TV commercials begins next month after SABC-TV makes its preliminary allocation of time for product categories.

"The first step in the allocation process should be completed by the end of the month," says Jack Siebert, head of Springbok Radio and Advertising. "It will probably take another month before we can decide on exact placings."

Mr Siebert said TV commercial time was oversubscribed, but dismissed as "pure conjecture" rumours that it is oversubscribed by 200 to 300 per cent.

"There seems little doubt, though, that there must be a big discrepancy between applications for TV time and the amount of time available."

There are about 1,000 advertisers on Springbok Radio, and probably at least as many will want time on TV.

But the time available is equivalent to only about 11,000 half-minute spots a year, giving the assumed 1,000 advertisers an average of 11 spots a year.

This is hardly enough to conduct a full-scale campaign.

Some 1,200 spots will be produced this year, 600 in each official language, says Len van Zyl, chairman of the Association of Accredited Practitioners in Advertising.

About 20 specialist production houses are available to produce them, though the number may double in the period of most intense activity before the commercial service starts.

The total cost of R10-million works out at about R8,000 per spot.

Next year, the potential spending on production of commercials and buying time on TV is about R50-million, Mr Van Zyl says.
Why TV left out Kyalami accident

The SABC has answered criticism that last night's Kyalami Grand Prix film on Sportvision omitted any scenes of the horror accident which had killed two people.

An SABC spokesman said it would have been "superfluous" to have screened the clips of 'the bloody depths' of fire marshal Frederick Janse van Vuuren and Welsh racing driver Tom Pryce.

"Finally, the film of the accident was not on video, but was taken by one of our news cameramen."

REVIEW

"Secondly, the accident itself was a news happening, and last night's Sportvision programme was a video-taped review of the race recorded by our outside broadcast units," said the spokesman.

"We saw it as a review of the sports event." Last night's programme also made no mention of the tragedy.

The two smashed cars at the end of the main straight, which occasionally edged into the screen, were left unexplained. Only when Niki Lauda received the winner's trophy at the end of the race did the word "accident" come across.
Ruling on TV sets

Teljoy Limited, a Johannesburg television distributor, claims a Lesotho company has failed to deliver 1,155 German-made sets to South Africa in terms of a contract between the companies.

Life Electronics (Pty) was temporarily interdicted in Maseru on Friday night from disposing of the television sets. The application was granted by Lesotho’s Chief Justice, Mr Justice Cotran, at his home.

The Maseru company must show cause on April 5 why the 1,155 sets from Normande, West Germany, should not be attached by the deputy sheriff pending an action by Teljoy for delivery of the sets to the company in South Africa.

Mr Theo Rutstein, managing director of Teljoy, said the sets were part of a consignment of 20,000 partly completed sets imported from Germany. Most of these had been distributed in South Africa.
US moves to raise duty on TV imports

The Star Bureau

NEW YORK — An increasingly protectionist International Trade Commission has voted stiff import tariffs to stem what one commissioner has termed the "flood" of television sets imported into America.

By a 5-1 vote the six-member panel voted for five years of increased duties to protect domestic manufacturers of color television sets. The rate would be: increased from the present 5 percent to 25 percent in the first two years, 20 percent in the second two years, and 15 percent for the final year before reverting to the 5 percent rate.

Increased duties were also recommended for black and white sets.

GROWING LIST

The recommendation now goes to the White House, where President Carter has 60 days to accept or modify the proposal. If he accepts, the tariffs go into effect as voted. If he offers the proposal, he can be overridden by a joint Congressional resolution.

The television decision thus joins a growing list of difficult trade decisions for President Carter. The ITT has already recommended trade curbs for shoes, specialty steel, and sugar.

However, Treasury Secretary Mr. Michael Blumenthal has termed tariffs "the worst way of dealing with import competition in these industries."

Speaking at a Press conference, Mr. Blumenthal gave the clearest indication of the administration's attitude toward the "protectionism" issue, although it is by no means certain that his view will prevail.
New mini TV will be a money saver for SA

By TONY KOENNEMANN

SATV Manufacturing, the TV assembler currently supplying 37 per cent of the market, is to launch a 305mm (12-inch) Telefunken portable TV set in October with 40 per cent local content.

A battery mains set retailing for about R170, it will be competing for an estimated market of 300,000 portables worth R50 million in the next two years, says managing director Mike Bosworth.

A separate company, SATV Components, has been set up and is building a factory at the East London complex to pioneer this breakthrough from an essentially assembly operation to true manufacturing.

"Big foreign exchange savings will be possible — imported assembly kits cost up to R80 each landed in South Africa. Moreover, says Mr Bosworth, "we are not applying for any tariff increases. We will provide the components locally below the landed cost of the imported items."

Provision is made for a rechargeable battery which will give five hours of viewing, but a battery could be used which would give 30 hours viewing.
Row over TV in hospital

The H F Verwoerd Hospital board is considering installing television sets in the hospital wards - but is meeting strong opposition from the Provincial Council which has ordered a set to be removed from a cancer ward.

Professor C H Rautenbach, chairman of the hospital board, told a meeting this week: "Anything which can help cheer up an ill person - and a TV set does - can only help."

The hospital matron said that when the set in the cancer ward was moved out by order of the Provincial Council, "the ward sister almost cried when we took it away."

The matron added: "She said it had improved morale tremendously."

In the time the set was installed there was only one complaint.

A provincial council member on the hospital board, Mr E le Roux, said the administration did not approve of TV sets in the hospital "as they may irritate very ill patients."

"The difficulties are numerous," he said. "A set would have to be positioned so all patients would get a good view. This means no person would be able not to view."

He added: "The council realises it would benefit some patients but the inconvenience caused to others leaves us no choice but to bar TV sets from hospitals."

A leading Pretoria psychiatrist said he supported the hospital's decision to install sets.
SABC to decide on Black TV broadcast

Johannesburg—Details of the SABC's plan to use its existing television channel to include programmes for Blacks are still very much under discussion, Mr. J. N. Swanepoel, Director-General of the SABC, said yesterday.

"The matter will be discussed at our board meeting next Wednesday," he said.

"And one of the details, naturally, will be the question of money."

In Parliament on Wednesday, the Minister of National Education and Sport, Dr. Piet Koornhof, said that the planned full-time television for Blacks would be delayed because of the need to cut down on certain capital works.

The cost, for a Black TV service, would be about R150 million.

"Attention is being given to the adaptation of programmes for the Bantu in the existing channel," Dr. Koornhof said.
Ban on black stars? Not so, says SABC

By DOUG GORDON

THE SABC has banned black singers from television screens, according to local record companies. But the SABC denies this.

Record companies' sources said that Mr Ronnie Wilson, head of the SABC's English TV Variety department had advised them in the last two weeks that no black artists would in future be featured in films of pop bands.

Sophisticated black stars, like Johnny Mathis, were permitted, it was reported, but black singers or instrumentalists "fronting" a band would not be shown.

It was apparently felt that too many blacks had been featured recently on programmes like "Pop Shop".

The directive—passed on to several record company executives—was said to be verbal and "from the top".

Unhappy

Sources said Mr Wilson was "very unhappy" about it.

"The impression I gained from Mr Wilson was that television had taken a great step backwards," I was told.

This week the SABC denied that such a directive had been issued, and said that an instruction might have been "misunderstood".

"It is not SABC policy to keep any population group off the screen," said an SABC spokesman, Mr Andre Walters.

"It is SABC policy to feature any artist according to merit." Mr Ronnie Wilson said.

"The SABC always reserves the right to broadcast good taste and make certain adjustments in dress and appearance."

It is understood that an artist, black or white, whose appearance or reputation is associated with drugs, political militancy or overt sexuality will not be screened.

But black pop music comprises most of the current disco-music fashion in America, Europe and South Africa. Disco-music had a R4-billion turnover last year in the US.

South Africa's top black artist, Margaret Singana, has appeared on South African TV, despite her growing acclaim in Europe and the US.
TV viewership up 9 per cent says SABC

BY TONY KOENDERMAN

THREE-QUARTERS of white South Africans watch television at least once a week, according to the latest SABC survey.

And viewership at this level increased by 9 per cent in the first four months of the year compared with the previous four months, while the number of TV sets licensed rose 14 per cent to 714,000.

More than half of set-owners now seem to be looking in every day, judging from the survey.

This figure was also 9 per cent up.

A profile shows that the average box-watcher is more often female, more often Afrikaans, more often well off, and most commonly in the 35-49 year age group.

But Grey-Phillips, Bunton, Mundel & Blake, a leading advertising agency, comments that TV has been shown to be a broad reach medium with virtually no bias towards any demographic group.

The original bias to A-B income groups (the wealthier) has fallen away, and any residual bias left is expected to disappear when lower-priced portable sets are introduced.

"The only segment of time where there is a significant demographic bias is Saturday afternoons, when males and Afrikaans speakers exceed their population proportions," the agency says.

"The audience is pretty well constant 'most' nights except Sundays, which suggests many viewers are watching regularly every night."
Halt is called as auditors probe TV firm

By IAN MORGAN

The activities of Life Electronics, the licensed television manufacturer which assembles Nordmende sets based in Maseru, have been suspended by a Lesotho court interdict, and auditors are investigating the alleged disappearance of certain sums, believed to be over R200 000.

Life, owned by Swiss and Lesotho government interests, was established last year when it began assembling semi-knocked-down sets under licence from the German Nordmende company to supply the South African franchise holder Teljoy.

It was envisaged that Life would turn out some 18 000 sets a year and employ about 400 technicians. But according to sources in Maseru, the "assembly" process currently consists of unpacking from one crate, and packing into another.

Teljoy first became concerned at the operation of the company in February, when Life's managing director, Heinrich Bechtel, a former head of the Lesotho National Development Corporation (which owns five per cent of the company) resigned stating that he was dissatisfied with the company's management. He then left for Germany.

Teljoy and associated company Mercabank (a major shareholder in Teljoy) then went to Maseru to investigate the company's affairs.

Teljoy next went about securing an interdict restraining the company's management from interfering with 1 172 sets which Teljoy has in its warehouse in Maseru.

The interdict was granted by the Chief Justice of Lesotho and after some obstacles was served on company's general manager, Sigbert Raabe, and the sets are still intact in the Teljoy warehouse.

The problem Teljoy faces is that it is unable to bring the sets into the Republic because Life has not paid the Lesotho Government sales duty on the sets.

This is in spite of Teljoy remitting sufficient funds to cover this duty.

Life's only source of income was a sum Teljoy agreed to pay to cover profits and assembly costs, and sales duty.

Meanwhile, the Lesotho Government has invited Teljoy to participate in a new company, Lesotho Electronics, to manufacture TV and other electronic components. An investment of about R200 000 is anticipated.

Teljoy says it is willing to consider the undertaking, but will only do so once the Life situation is completely resolved.

Teljoy has held the Nordmende franchise since 1988 and has been dealing direct with the German supplier for parts and most of the sets which have been supplied to the South African market.

The company says the continued supply of sets and parts is in no way prejudiced by the Lesotho situation.
found that in recent years tractor sales were
almost half of the total group and only
competitive companies could keep their sales figures.

Combines and the last decade and
in this particular
turns a combine harvester, have
studied by the
product classes
such as self-pro-
Further trends by developments
in use in America
in use had been
to decrease but
machines it means
operations have

The number of combines, pickers, balers and other
harvesting equipment started declining some 10 years ago,
as the productive farms had by this time acquired all the
machines they required and were buying fewer larger machines

it took South Africa nearly 30 years to
catch up with the rest of the world in providing a television service, so it is
hardly surprising that this country is
are behind the times in radio services.
In Britain stereo radio, which South
Africa hasn't got, is already old hat and
the BBC is now experimenting with
quadraphonic radio.
Quadraphonic radio — or four-channel
stereo — will allow programme makers
literally to surround their audience
with sound.
The broadcasts are made possible by a
technique known as Matrix H. Four
loudspeakers placed in each corner of a
room enable a radio listener to sit
anywhere in the room and hear the ac-
ction or the music all around them.
The secret of Matrix H technique lies in
combining the sounds picked up by
four microphones into just two
channels, according to a precisely
determined formula. From then on, the
combined signals can be treated as if
they were an ordinary two-channel
stereo programme. They can be recorded
on a stereo tape-recorder, or broad-
cast on a stereo radio transmitter. But
in the listener's home, the signals can
be separated once again by a special
Matrix H decoder, and then fed to
loudspeakers at the four corners of the
room.
Because Matrix H needs no additional
equipment at the transmitter, the
British quadraphonic broadcasts will be
available to anyone within range of the
BBC's existing stereo radio network
—and that is 90 per cent of the British
population.
When will the SABC offer radio listeners
in this country anything as
sophisticated?
The corporation has recently announced
an increased radio licence fee of more
than 20 per cent. The pain of that blow
might be reduced to some extent if it
were known that better quality sound
was on the way to listeners as a result.
JOHANNESBURG — SABC TV has "censored" one of the world's most famous nude statues, Michelangelo's David.

Perturbed viewers saw the statue ignominiously draped in shockingly red underwear in Sunday's edition of Ken Taylor's Peep Show.

During the programme, viewers were given a frontal view of the statue from the back but at the last minute came on full frontal.

The producer, Peter Oxley, said yesterday: "Of course it's a joke. There was nothing sinister in it, I assure you." DDC.
Johannesburg — SABC TV's "S.e.m.w.o." is said to have "censored" one of the world's most famous nude statues—  Michelangelo's David.

Shocked viewers saw the statue "decorationally" draped in shocking red underwear in Sunday's edition of Ken Taylor's "Peep Show."

During the programme viewers were given a tasteful view of the statue from its backside but at the end he came on full frontal — with briefs, of course.

The producer of the programme, Peter Oxley, said from Cape Town yesterday: "Of course it was a joke. There was nothing sinister in it. I assure you."
Firm hits back over portable TV sets

TELEFUNKEN'S managing director, Mike Bosworth, this week hit out at manufacturers who are pessimistic about the portable TV trade.

"We do not share Philips' doubts about 'portable set reception,'" Mr Bosworth told TV Times this week.

"Neither do our dealers. What they seem to have forgotten is that a large percentage of viewers now using an external aerial could get just as good a picture with a 'bunny ears'."

**Percentage**

That same large percentage will also be able to pick up a decent signal on a portable set.

Mr Bosworth told us that Telefunken had even tested reception from 20 kilometres out at sea.

"One of our technicians took part in the recent East London to Durban yacht race, and took a portable set along with him. From East London to the Kei River Mouth he got perfect reception. From there to Margate reception was not so good.

but it was fine again from Margate to Durban.

According to Mr Bosworth, Telefunken have already sold 32,150 portable sets, mainly to three large chain stores who have tested them extensively. Fifty per cent of these sets have been ordered with the optional battery packs which make a mains connection unnecessary.

**Forecast**

And he says: "We stand by our forecast of 300,000 sales within three years.

"Like Philips, we believe that 80 per cent of our sales will be for use as a second set. Viewers will want to use them a lot in the open air which is why we are providing a sunshield and earphones."

Cine workshop

A WORLD authority on super-8 cine photography, Mr Gunther Hoo, is to speak at Wits University's winter school this week.

The theme of the winter school is "Media and Change", and Mr Hoo will conduct workshops on Wednesday, Thursday and Friday from 9 am to noon and from 2 pm to 5 pm. The workshops will be held in the John Modaffi Building on the university campus.

Anyone wishing to attend should telephone Johannesburg 47-1491.
SABC call in top BBC man for big race special

ONE of the BBC's top TV sports commentators, Ron Pickering, will come to South Africa in October to commentate on the SABC road race and the Super Sportsman competition.

Pickering, a soft-spoken, grey-haired, 47-year-old ex-PT teacher, is considered one of the world's most informed specialist athletics broadcasters. He has been with the BBC for 10 years and virtually lives athletics.

His hobby is the application of medicine in sport and he is also an expert on recreational planning.

Suggested

Confirming Pickering's visit this week, Mr Geoff Wald, spokesman for the sponsors this year's Super Sportsman event, told me:

"We suggested to the SABC that they might like to use Ron Pickering for the SABC road race on October 8, and English sport organiser Kim Shippey accepted the idea."

Mr Shippey told me that he is delighted that an expert of Pickering's calibre will be joining the road race broadcasting team.

Sportsmen events are enormous TV successes overseas. "The 1976 competition in Britain attracted the third biggest viewing audience of the year. There is also a European event watched by hundreds of millions over the Eurovision TV network. Ron Pickering has been the leading organising and commentating light behind these competitions for the last three years."{324}

This year's local trial of skill, strength and stamina looks like being a very exciting contest. Competing for the R5 000 prize money in 13 events will be last year's winner and runner-up, 38-year-old athlete Leon Hacker and Springfield rugby fly half Gerald Bosch.

Foreign

At least two foreign competitors are expected. Invitations have been sent to Tony Grieg, March Fiasconaro, rugby players Gareth Edwards and J. P. H. Williams, last year's winner of the British competition, athlete David Hemery, and the present European Super Sportsman, Shiel Faszun, the Danish holder of the world pole
LIZA MINNELLI is bouncing back after two film flops — with a blockbuster that looks like being the smash hit she's been looking for since "Cabaret".

The picture, "New York, New York", is due in South Africa later this year.

Directed by Martin Scorsese and made at a cost of R$ 500 000 it co-stars Liza with Robert de Niro, whose performances in "The Godfather", "Taxi Driver" and "The Last Tycoon" have made him probably the most sought-after actor in Hollywood.

It's a musical about the big band era of the 1940s and early 50s and in it Liza plays a far more calm and collected character than we have seen her play before.

American critics who have viewed rushes of the film during its production are enthusiastic about it.

Comments

"Obviously he won't be as familiar with all the competitors as local commentators, but he will be invaluable for general comments on the state of the race, the conditions for the runners and comparisons with other big races."

The following weekend on October 14 and 15, the BBC expert will be commenting on South Africa's third Super Sportsman competition. The highlights of this event will be screened by SABC-TV a few days later.

According to Mr Wald, Super

Local sport editors and broadcasters will nominate the remaining eight competitors.

Final

A final word from Kim Shippey: "The Super Sportsman event was very popular with viewers last year. We are planning to screen a documentary of both the serious and lighthearted moments of the event. And we are also hoping that the overseas competitors will join in the SABC race."
KILLING 'A WAY OF LIFE'

THE average American 15-year-old will have seen 13,400 killings on television shows, a survey revealed yesterday.

And violent TV produces violent children, said doctors who conducted the research.

They warn that a generation of youngsters may grow up to be emotionally crippled by the killings and beatings they see on the box.

The doctors - members of the American Medical Association - claim that the most violent TV shows can produce heightened aggression, nightmares, seizures and injuries.

The association, who commissioned the poll, have declared TV violence as a threat to American youth.

The survey revealed that 94 per cent of doctors believe there is too much violence on TV.

More than 40 per cent suspect that it shows up in behaviour symptoms and physical illness in youngsters.

And 14 per cent are positive that there is a link between TV violence and illness.

ON

TV

TONIGHT

You can get an insight into the fascinating world of the great apes tonight when "Verlin Die Werelt" seeks out the mountain gorillas of Uganda and the orang-outangs of Borneo. Later there's a look at the World of Professor Raymond Dart one of the world's most eminent anthropologists.
Ad agencies will beat TV deadline — but it's a sweat

THE CRISIS facing the TV commercial production houses, who have a November 15 deadline for completion of January advertising spots, seems to have been averted, writes Tony Koenderman.

Advertising agencies and producers now believe they will get through the work in time — but only just.

All TV spots destined for January showing — some R4.5-million worth — have to be submitted to the SABC by November 15. Six weeks ago, Len van Zyl, chairman of the Association of Accredited Practitioners in Advertising, forecast that about 50 advertisers would have nothing to show when TV goes commercial on January 1.

"I said that partly to scare people, and it seems to have worked," he said last week. "At that time, we had only two commercials in production because of the hesitancy of advertisers to give the go-ahead.

"But now people have got moving, and we have 20 spots in production. I think it's going to be all right."

Mr van Zyl's agency, Lindsay Smithers, has about 60 commercials to produce for the first half of next year. But the pressure will be on everybody.

"We'll be working 18 hours a day to meet the deadline," says Fay Dattner, a New York TV director on secondment to local agency, Bates, Wells, Rostron, for six months.

The industry has run into considerable criticism for using overseas directors in preference to South Africans, but, says Bates, Wells, Rostron managing director Mike Wells, "we couldn't manage without them."

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"We're the only ones who can do the job," says association chairman Charles Minster.

Where foreign talent is being used, experienced directors are being imported in preference to sending work abroad.
rate \( (i_{CD}) \); the expected real exchange rate of money is the rate of inflation expected in credit; the expected real interest rate on capital is real assets \( P \) and its function are as in the Brunner-Meltzer Ricardian framework for bank credit \( (BC) \) and other bank debt. 

The total demand for bank credit as the sum \( G_{BC} + F \) and is part of \( G_{BC} \) of MB and depends on requirements \( (rr) \) of Brunner-Meltzer.

The interest rates are determined by the model are the policy determined Treasury bill rate \( i_{o} \) and is simply \( i_{o} \) plus the credit market determined acceptance rate \( i_{BA} \). The other interest rates are as indicated above and are established by the banks and after subtracting the level of Reserves \( R^* \). The treasury bill rate is assumed to be equal to the economic cost of borrowing undertaken by the reserve bank. The treasury bill rate is also assumed to respond to excess reserves \( (EXR) \) of the banking system. The supply of and demand for money are also given a Brunner-Meltzer type specification.

\[
\begin{align*}
MB &= R + NDA \\
R &= R_o + R_C \\
NDA &= \alpha \left( \frac{BC_S}{R} \right) \\
BC_d &= G_{BC} + G_{BC}^* \\
G_{BC} &= G - T - OB + LC \\
P_{BC} &= b(i, i_{CD}, f, p, X, E, P, P, P, Y) \\
BCs &= c(i, i_{BA}, P, rr) \quad \quad \quad MB
\end{align*}
\]
Boom in Black cinemas

Mercury Correspondent

JOHANNESBURG — While there had been a sharp decline in attendance at White cinemas since the introduction of television, the number of Blacks going to the cinema is rocketing, according to the current issue of the S.A. Film Weekly.

Mr. H. M. Pitje, a Mamelodi cinema owner, said South African television did not provide Black entertainment and the majority of Blacks did not own TV sets.

"Black cinema attendance will continue to increase as long as there is no entertainment for Blacks on TV," Present TV programmes are White orientated and make no provision for Blacks whatsoever," Mr. Pitje said.

Another reason why more Blacks attended cinemas was that the Government had decided to allow films previously banned to be shown to Blacks.
THE ability of satellites to beam television programmes anywhere in the world is worrying the communist nations and several developing countries. SUE MASTERMAN and ANTON KOENE, who have just moved from The Hague to become correspondents in Vienna, report on a UN conference on these problems.

**SATELLITE TV WORRIES COMMUNISTS**

TELEVISION programmes for the whole world, beamed from satellites with first class reception quality guaranteed— the idea sounds attractive, but it is not one that is welcomed by many of the delegates under the sparkling chandeliers of Vienna’s palatial Hofburg conference centre where the UN Committee on the Peaceful Uses of Outer Space was held recently.

It was a change of scene from the usual meeting place in New York, where the Law of the Sea Conference crowded it off the agenda.

All the more reason for the UN delegates to gracefully accept the Austrian invitation to visit this growing centre of UN activity on the border of East and West Europe, and to capture a breath of old-fashioned live culture between their discussions on the future of canned culture and information on a world-scale.

In theory modern TV satellites can beam a programme from any part of the world to another. The only major technical problem is that the frequencies available under international regulations are very limited and already overcrowded by normal earthbound TV transmissions.

**Political**

The political problems, however, seem insurmountable. There is strong pressure from the majority of UN member countries, mainly the Soviet bloc and the developing countries, for special legislation to control this type of TV transmission.

The commission in general has agreed that principles should be formulated and put to the UN General Assembly for approval—but the fear of the thin end of the media censorship wedge is holding up proceedings.

The delegates cannot agree what form consultation between countries on these broadcasts should take. The Soviet bloc and most developing countries want a right of previous consent to broadcasts being aimed at their areas. They claim the right to come between their citizens and the visual broadcast, they may receive.

The Soviet bloc’s fear is that satellites will be used for propaganda purposes by the West. They have plenty of experience of the effect of Western European TV “spillover” on the East European borders, where it is no secret that Western TV programmes, soap operas and all, are often more welcome than the home product.

Western Europe and North America are most concerned to stop too many preventive measures being built into new regulations before they go to the UN General Assembly, where majority support is practically assured.

Their claim that such measures are not necessary is based somewhat vaguely on new international telecommunications regulations adopted in Geneva earlier this year. But with the present state of frequency overcrowding it will be 10 to 15 years before worldwide satellite TV transmission achieves sufficient proportions to justify measures, they argue.

**Helsinki**

With the Belgrade conference in full session only a few hundred kilometres further east, the Soviet bloc at the space conference is highly sensitive to any suggestion which could be related to the infamous “basket three” of the Helsinki Agreement now being reviewed in the Yugoslav capital—the controversial part of the agreement concerning “human rights” and free exchange of information.

With various Western radio stations already jamming the Soviet bloc is reluctant to increase the odium by threatening to jam TV programmes—a much more complex procedure. The developing countries do not have the means to do so.

Developing countries are to become more involved in satellite transmissions. If this meeting has its way UN funds will finance regional receiving stations there, so that they too have a share of the satellite know-how which is now the privilege of the happy few.
SABC starts a Black TV study

By SHARON LEVIN

The SABC has launched a feasibility study into an interim Black TV service it hopes to introduce next year as the first step towards a full service on a separate channel in 1980.

"We are ready for it and the sooner the better," Mr Thoens van Heerden, head of "Phase Two", the Black TV office at Auckland Park, told the Express this week.

Mr Van Heerden lifted the lid on SABC plans for Black TV and revealed that:
- The service will be in five languages — Zulu, Xhosa and three Sotho languages;
- Programme content will basically be the same as the White service, with news broadcasts and variety, sports and children's programmes;
- The service will be in colour.

Mr Van Heerden said a selected number of key staff members had been working on the new Black service for the past two years.

However, it was not yet known when the service would start.

But I understand the SABC is planning to launch the interim service next year.

The estimated cost of introducing the Black service would be between R100-million and R150-million.

It was suggested this week that the interim service would be broadcast in the mornings, but an SABC spokesman said this had not been decided.

"It is part of the feasibility study and we are still working on it. We have to take into account that the leisure time habits of Blacks differ from Whites," he said.

The full Black television service would eventually be broadcast on a different channel.

The "Phase Two" team has been working hard planning programmes and is preparing some programme material. There is no trained Black staff at present, so outside producers are being used for production purposes.

Certain undated programmes have been acquired from overseas sources, according to the spokesman.

"However, there is by no means enough material to run a Black service yet," he said.
TV ads worth R38m signed up

DURBAN — Commercial television and radio will have a R70 million share of the overall advertising market next year.

This was said by Mr H. Howell, the director of commercial services of the SABC, at the congress of the Natal Regional Chambers of Commerce here at the weekend.

Mr Howell said he estimated the total value of the market would be R294 million of which advertising on radio represented R32 million. Firm contracts had already been signed for advertising on commercial television, amounting to R38 million.

Experience in other countries had shown that when commercial television was launched, half of the money spent on this medium was new expenditure and the balance was drawn away from other parts of the market such as newspapers and radio.

The additional revenue flowing to the SABC would be used to improve the performance of the corporation as a whole, not necessarily the TV programmes.

Mr Howell said that three minutes of every hour would be devoted to TV commercials. — DDC.
TV advertisers to pay heavily for big audience

BY TONY KOENDERMAN

COMMERCIAL TV will be delivering a bonus to advertisers next year — in the shape of unexpectedly high viewership.

But advertisers had better brace themselves for a shock in 1979, when rates will have to go up by 30 per cent to bring them in line with the bigger audiences.

When SABC-TV set its ad rates earlier this year, they were based on audience estimates which would give a rate of R3.60 per thousand viewers for a 30-second spot.

"However, the growth in audiences has been greater than expected," says John Turvey, media director of leading advertising house Walter Thompson.

"The cost per thousand in reality is around R2.80 based on current rates and audiences." To bring the cost per thousand back to R3.60 would require a 30 per cent increase.

This means a peak-time 30-second spot which costs R4 500 in 1978 is likely to cost R5 700 in 1979.

The last published SABC survey, covering January to April this year, showed that peak viewing times attracted 36 per cent of white adults, which admen consider an astonishingly high percentage for one medium.

In Britain, the best any single TV channel can offer is about 17 per cent of the potential audience.

But the bonanza is bad news for the Swaziland television service, which is due to go on the air next February.
TELEVISION

SEPT. 77 - DEC. 78
3. Higher Diploma in Business Administration

THE NUMBER OF TELEVISION LICENCES WHICH HAVE BEEN ISSUED HAS NOW EXCEEDED 820,000, WHICH MEANS THAT THE MAGIC 1 MILLION MARK COULD BE REACHED BY NEXT JUNE, ACCORDING TO ADVERTISING HOUSE GREY-PHILLIPS, BUNTON, MUNDELL & BLAKE.

The average monthly growth for 1977 has been 17,000 licences.

John Tunney, media director of Grey-Phillips, estimates that 749,000 of the sets in use are in white households, which means nearly 60 per cent of white homes now have a set.

(a) A candidate who has been in full-time employment for five years and has experience in working in a library or as a library assistant will be given preference in accepting candidates. In its previous experience, the Faculty of Arts has received applications for a total of over 1,000 positions. The number of candidates who have worked in a library is not less than one hundred and eighty, including those who held positions in libraries during vacations, before commencing the course.

If you are registered at a university and you become eligible for entrance to the Faculty of Arts, when your 1977 year-end examination results are made available in mid-December, these results must be sent to us immediately. In order to ensure that all applicants are considered as soon as possible, all applicants must submit the following documentation to us by 15th January, 1978.

- An abstract copy of your academic record, which indicates the courses completed and the class of mark achieved in each year of attendance.
- A letter of recommendation from your previous employer, stating the position held and the nature of work performed.
- A copy of your employment record, which includes details of any relevant work experience in the field.

If you are a foreign applicant, you are advised to communicate directly with the Secretary, Acacia Metropoliton Board, PO Box 3834, Cape Town 8001. According to the conditions for matriculation, overseas students will be subject to the normal regulations governing the department of education. If you are within the scope of work, your application will be considered.

If you are a student of another University, you must ensure that your credits are accepted by the Faculty of Arts. In order to avoid any delay, please submit your application as soon as possible.

Acceptance of a course of study does not imply automatic admission to a University residence. If you have applied for admission to a University residence, you will be informed of the results of your application in due course.

Your student number as indicated in the reference should be clearly stated in all communications in connection with your application, which should be addressed to the Registrar, University of Cape Town, Cape Town 8000.

If you are an overseas student, you must ensure that your credits are accepted by the Faculty of Arts. In order to avoid any delay, please submit your application as soon as possible.

25/1/77

O. METCALF

Arts Faculty Officer, for REGISTRAR.
SA agency wins top award for TV commercial

COMMERCIAL TV does not hit South Africa for another four months yet, but Grey-Phillips has already won international honours for its TV commercials. An award for its "Liberia" spot was presented by the Advertising Film Festival in Cannes in May. An agency managing director has revealed that Grey-Phillips has a number of entries in the festival's Cannes competition.

According to the managing director, Grey-Phillips has been entered in the festival's Cannes competition. The agency has already won an award for its "Liberia" spot, which was presented at the Advertising Film Festival in Cannes in May. The managing director has revealed that Grey-Phillips has a number of entries in the festival's Cannes competition.

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Barlows TV to reduce its staff

Barlows Television Co. has informed its staff that 34 positions will become redundant at the end of December due to takeover of C. J. Fuehs Ltd earlier this year and the rationalisation that has become necessary as a result of this move.

However, the employees in these posts will not all be retrenched. The company has placed 20 in other parts of the Barlows group and four have chosen to leave Barlows.

A spokesman for the company said yesterday that of those affected, 22 were South Africans, of whom 12 were White and 10 Indians; one was a Kenyan, six Rhodesian and five British.

The company feels that the people who have not been placed still stand a fair chance of being offered other employment.

The spokesman added that Mr. Peter D. C. Dupen, general manager of Barlows Television in Natal, had been moved to Johannesburg as part of the rationalisation.

He will take charge of the group's Johannesburg and New Germany factories there.
Mr Free Trader: Well, well.......... go on!

Mr Protectionist: My third and last point can be labelled "reciprocal external economies." Each firm, in producing its product creates assets such as labour and management skills, some of which are lost as the workers and managers are internalised; some of which are lost as the workers and managers drift to other firms in the same industry). Firm Y may or may not be in the same industry). Not all of its benefits are enjoyed at Firm Y, and managers do not enjoy, or may not be aware of, the benefits of reciprocal externalities arising from firm X. Once they both get going, the problem is to be avoided, but to convince them initially to co-operate may be extremely difficult. Initial protection against foreign competition would be one way of providing a bonus or stimulus in order to start the ball rolling. The classical example of the apple farmers and apple trees at least as far back as the early days of free trade, is the case of the apple farmers. In the process, however, they collect the honey. The argument can be used in favour of protecting an industry (Alfred Marshall or the entire sector (Friedrich List).

Mr Protectionist: Co-operation between X and Y is easy, but it must be said that the externalities of reciprocal externalities are not always easily seen, and therefore not necessarily always easy to control. The key to successful co-operation is to ensure that the benefits are not simply enjoyed by the producers, but also by the consumers. This can be done by imposing duties on imported goods, which will raise the price of imports and make it more difficult for foreign producers to sell their goods in the domestic market. This will encourage producers in X and Y to co-operate, as they will see the benefits of doing so, and the protection they receive from duties on imports.

Mr Free Trader: But about a simple proposition X and Y of initial co-operation the ball rolling but will not start. Surely before that there is a need for complementarity, the need for the benefits to be enjoyed by the consumers as well as the producers.

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Mr Free Trader: You have still not convinced me. You have outlined a number of serious economic imperfections and inefficiencies, about which your argument won't fall apart. It is clear that protection is necessary to protect the domestic industry. However, the argument of a third-best solution, in which the domestic industry is protected through duties on imports, is not acceptable. You will provide the industry with a second-best solution.

For example, with regard to your first point, the demand for information, it would profit society more if the state rather than impose protectionist measures were to undertake a certain amount of research and development (in the absence of the private sector's ability to do so) and make the information acquired thereby readily available to those who desire it.

With regard to the capital markets, priority should be given to allowing the capital markets to develop as fully as possible. If certain practices persist (as you no doubt will insist), then subsidizing the loans to clients of the type mentioned above may be infinitely preferable to the imposition of protection in favour of those clients in order to shield them from their foreign competitors.

Mr Free Trader: I am afraid you are mistaken. Protection is necessary to protect the domestic industry. The only solution is to subsidize the firms with protection against foreign competition.

Mr Protectionist: If you subscribe to the argument of a second-best solution, it is not possible to provide the firm with protection against foreign competition.

Mr Free Trader: You are quite right, but all I can do is to point out the economic arguments. If the cost of political corruption outweighs the benefits of discretion and appropriate protection, it is just too bad. Economists can point out the way; they cannot force anyone to take it, nor can they ensure that their advice will be properly applied. It might add, however, that I have not brought all my ammunition with me today.

The infant-industry argument, albeit the most powerful case, is not the only argument in favour of protection. The others can await another day.
South Africans are getting the TV message

SOUTH Africans like the TV commercials they are seeing. They remember the products advertised, they remember the sales messages and they remember the brand names. These are the broad conclusions from a pioneer research work carried out by the Grey-Phillips advertising agency.

To find out how viewers are reacting to the commercials, the agency introduced the Grey Impact Analysis in the country. This is a series of scientifically structured telephone interviews made the day after the commercials are screened.

According to Grey’s marketing and research director, Denise Stanm, ‘Our analysis of the first two weeks shows that individual commercials are recalled by between 51 and 82% of the TV audience. This compares with 8% for comparable situation in the US, where commercials take up more than twice as much of each hour’s screen time and where there is no novelty factor.’

Agency managing director Darryl Phillips believes that one obvious factor causing the commercials to be so well remembered is creativity. ‘Some ads are just better than others. But that’s far from all. Some products interest specific sections of the population and others are relevant, and thus more memorable, for nearly everyone.’

Grey-Phillips says that some definite trends are emerging among the high-scoring ads even at this early stage:

2. Number one spot goes to humorous commercials, says Phillips. ‘The audience loves to laugh and remembers those products that have a light, humorous touch.’

Another factor in success is to use well-known personalities whom the audience can identify with whom they can identify. ‘There is the danger that such personalities can become overexposed,’ warns Phillips.

Simplicity is next in importance. ‘Complicated commercials with complicated messages are not doing well.’ Then come two technical matters: strong branding and image transfer are of importance.

‘More detailed analysis of what makes a TV commercial successful in South Africa will be made when we have gathered more statistics and when commercials have settled down as part of the regular TV diet,’ said Phillips.

THIS really seems to be the age of new magazines. We’ve recently heard about Checkers’ Value and Stereo, Kinekor’s Superscreen, and this week South Africa was introduced to another magazine, a magazine with an entirely different emphasis.

Quest sets as its objective, ‘the pursuit of excellence’ and if it thinks the art of chasing pie in the sky, the circulation figures show otherwise.

Quest 77 was launched in February last year in the US and Canada. Circulation, initially 175,000, rose to nearly 400,000 on the fifth issue. Now Quest 78 arrives and the promoters, the Ambassador International Cultural Foundation, anticipate a circulation in the US and Canada of 500,000 and an initial distribution of 175,000 for the international edition in South Africa, Europe, the Middle East and other African countries.

Quest’s objectives sound corny, ‘to show you the best in everything, from art to humour, science to sports’.

Piling on the agony...

HAVE you heard about the poor guy who skips his way through the Constantia carpets TV ad? The commercial took him hours to shoot and he had to be treated for exhaustion.

but its circulation performance has so far been more than encouraging, although it is a limited appeal mag.

Local advertisers have not been as courageous yet in taking ads in the mag, according to local representative Charles Smith, but there is some appeal in the magazine for those up market advertisers wishing to sing South Africa’s praises in an international prestige magazine.

... ... ...

IT’S becoming very clear that advertisers dare not rely solely on television advertising.

For greatest effect the advertising should be repeated in the Press, magazines, at the point of sale or in outside media. The consumer must be plugged into remembering the product.

J Walter Thompson has set up a Direct Response Unit under Tony Burgess to handle any form of advertising that requires immediate, measurable testing.

At present as she says, ‘At the actual point of purchase you can see thousands of Rands spent on television receiving no support on the shelf.’

‘There must be a carry-through. Television advertising is simply a part of the package.’

As part of the testing the JWT Direct Response Unit will be carrying out interviews at store exits, measuring the purchase habits of shoppers. Burgess believes that even people who have not been exposed to the TV commercials (like the Blacks) will be influenced by them.

‘There is a credibility in the consumer’s mind, attached to a product advertised on television. If point of sale advertising material points out that the product is not advertised on TV, he could well be influenced by the ad.’
MR BILL NORRIE, managing director of Executive Television Services, has signed an agreement with the Billingsgate Telegraph Service for the distribution of television services. The agreement will allow the Telegraph Service to offer a range of television services to its subscribers, including news, weather, and entertainment programmes. The service will be available to subscribers at a cost of £2.50 per month. The Telegraph Service is excited to offer this service to its customers and looks forward to providing a high-quality television service.
This man's dream

written excerpt...
SABC in clash over SWA TV

Mercury Africa Bureau

WINDHOEK — Top-level negotiations for an independent South West African television service are expected to take place within the next 10 days.

The discussions will revolve around the wrangle over SABC’s refusal to grant the South West African Corporation a licence for its proposed network.

Dr. Gerald Knoetze — a spokesman for the company behind the R1 000 000 venture — said yesterday that March 7 had been set as a tentative date for talks between his associates, the SABC and South West Africa’s Administrator-General, Mr. Justice M. T. Steyn.

He said he hoped the service would be on the air by July, but it would not be beam to South Africa.

However, the main stumbling block was the SABC, which had turned down his company’s licence application because the South West African Department of Posts and Telegraphs still fell under the jurisdiction of South Africa.

Expand

The licence was also refused on the grounds that SABC intended to conduct tests to see if it could expand its radio and TV networks to the territory.

“The SABC-TV has the same head-in-the-sand attitude as South West African Nationalists,” he added.

“They don’t seem to realise that South West Africa will be independent by the end of the year.”

Dr. Knoetze, a prominent supporter of Mr. Dirk Mudge’s Republican Party and the Democratic Turnhalle Alliance, said an independent TV service was necessary for the forthcoming one man, one vote elections.

“It’s important for the Administrator-General to have this service at his disposal to propagase the elections.”

Dr. Knoetze said his corporation would set up a studio and news team in Windhoek, where the initial service would start. Within a year every main centre in South West Africa would be able to tune in to programmes.

He expected about 16 000 TV sets to be sold within the first year.

“Most of the programmes in the first year will be from Britain.”

Tanker scare

CAPE TOWN — Dozens of workers and firemen struggled for seven hours with heavy machinery and foam after a 40-ton gas tanker overturned in Kraaifontein yesterday. The tanker, filled with a highly inflammable gas, went out of control on a corner and overturned.

No one was injured.

(Sapa)
Pensionsfondse ontset deur boer (Jaarlikse)

Are switched off

Television sales

By Tony Hudson

SATURATED MARKET NEEDS BLACK BOOST

24

30

Jou, 14-26 29 22
Warning on TV licences

EAST LONDON — Radio and television licence inspectors will be visiting the Eastern Cape soon and people operating unlicensed radio and television sets should obtain their licences without delay.

This warning comes from the Regional Director of Posts and Telecommunications, Mr. F. J. Richter, who said in cases where licences were not renewed on or before September 30 last year, the penalty for a radio set was R5.88 in addition to the licence fee of R8.40.

In the case of a television set, the penalty is R25.20 in addition to the licence fee of R38.

He said despite the fact 300 summonses have been issued since the start of the current licensing year, numerous cases were coming to light where licences were not held.

Radio listeners and television viewers should bear in mind it is an offence to refuse or fail to furnish licence particulars when requested to do so by the post office. He appealed to the public to co-operate. — DDR.
It’s the big-time for us, says TV chief

By IAN REID
TV Editor
SABC-TV is gearing itself to enter the big-time international television market.

This was the word yesterday from Mr Pieter de Bruyn, director of TV programmes at Broadcast Centre, Auckland Park, Johannesburg.

"I am happy to say that some very big overseas TV companies are showing interest in co-producing with SABC-TV. They know we have the equipment, the talent, the climate and that costs are relatively low out here," Mr de Bruyn said. He's just got back from Cannes, where about 300 TV production companies put their goods on show.

It was something like a Persian Market, he said. "The sellers know just what each country can afford to pay, so most of the time there is no hassle," he said.

"Then there are specials, which cost more, than package deals which involve programmes buyers are not really interested in..."

The package deals, he said, explain why SABC-TV sometimes — "sometimes" — broadcasts overseas programmes which leave viewers wondering how anyone in his right mind could have bought them...

"Mr de Bruyn said production costs were going up all over the world. And talent was getting stretched thinner and thinner."

"Everywhere how it is a case of sharing costs, and more and more television production houses in different countries are getting together to co-produce."

"I cannot give details, but we are very interested in co-production with major international companies," he added.

"We, naturally, want to make the name of SABC-TV known overseas and well-welcome this chance of making this country better known overseas."

Mr de Bruyn declined to say whether the co-productions would be documentary or fiction.
Sales Jump Forces Big Shake-up in TV Sector
Switched off

Over 12m South Africans switch on their radios each day, but most are showing no inclination to buy new sets.

"It's been a difficult two years," sighs Colin Baskind, MD of Teltron and chairman of the Radio Manufacturers Association. "Since the beginning of last year, manufacturers have been cutting down on production." Current sales are about 25% down on 1975 levels.

The recession has been especially rough on sales of portable radios — 80% of which are bought by blacks. Last year about 400,000 were sold — one-third or more down on 1975.

Bill Reed, MD of Thorn, paints a slightly different picture: "The market's fine, and unit sales are keeping up well. The problem is one of oversupply, and margins are under severe pressure." (There are about 14 local radio manufacturers and 10 regular importers.)

Certainly, Reed's optimism is not totally misplaced. The advent of TV knocked the audio business, but now that the TV market has reached almost 80% saturation, hi-fi and music centre sales are climbing again. Consoles (which are sold mostly to blacks), were steady at 80,000-90,000 units last year.

Although the market is overtraded, no manufacturer has withdrawn in recent years. Capital investment in the audio industry is generally low, since customs tariffs make the import of complete sets worthwhile, except for portables. Even some discount houses do their own importing. At least, when there's an upswing one kind of consumer durable is the first to notice it," says Baskind.

"The industry's problem," argues
THE SABC sacrifices up to R3.3-million a year in revenue to accommodate free television advertisements for two television and radio magazines produced by the publishing giant, Perskor.

The value of the free advertising — in prime time — has been calculated from official TV advertising rates supplied to advertising agencies.

The Perskor publications are "Family Radio and TV" and "TV en Radio Dagboek", which receive the free advertising in terms of an agreement with the SABC. A copy of the agreement has come into the possession of the Sunday Times.

"Family Radio and TV" gets two free spots of about two minutes each week. That would cost a private advertiser an average of R34 680 a week — or R1 809 360 a year.

"TV en Radio Dagboek" also gets two free spots of about two minutes each a week which, at the cheaper rates applicable on the Afrikaans service, would cost a commercial advertiser R28 176 a week, or R1 468 192 a year.

These calculations are based on the average English programme prime-time advertising rate of R8 670 a minute, and for Afrikaans an average charge of R7 044 a minute for prime time.

The combined total for advertising both magazines on television is, according to these calculations, R3 268 512. This figure does not include free plugs given to both magazines by regularly announcing, nor does it include free radio advertisements.

**Free plugs**

"TV en Radio Dagboek" also gets two free spots of about two minutes each a week which, at the cheaper rates applicable on the Afrikaans service, would cost a commercial advertiser R28 176 a week, or R1 468 192 a year.

These calculations are based on the average English programme prime-time advertising rate of R8 670 a minute, and for Afrikaans an average charge of R7 044 a minute for prime time.

The combined total for advertising both magazines on television is, according to these calculations, R3 268 512. This figure does not include free plugs given to both magazines by regularly announcing, nor does it include free radio advertisements.

**Agreement**

In terms of the agreement, profits made by the two magazines go to Perskor for at least the next seven years.

In return, the SABC gets a royalty on sales of at least R50 000 a year, although on current circulations it is receiving about R100 000 a year.

Last year the SABC's total income was R104 million, of which R50.6 million...

Magazines get four free advertising spots a week

From July to December 1978, the publication of its Afrikaans counterpart, "TV en Radio Dagboek", was 36 000 and climbed to 92 000 by the end of last year. It dropped by about 14 000 in the first six months of this year.

Based on increased circulation figures of the magazines, there has been a dramatic increase of 60 to 100 per cent in the advertising rates of the two magazines from the beginning of this month, according to an advertising agency.

The board of Perskor includes Dr Connie Molder, the Minister of Pural Relations, and former 'Cabinet members Mr M. C. Botha, Mr Marais Viljoen and Dr Hilgard Muller. The Administrator of the Transvaal, Mr Sybrands van Niekerk, is a director of Republican Press, which owned the two magazines.

Signed

He said that any additional time that could have been available for advertising by private clients, including the time devoted to advertising the magazines, would have been snapped up.

In terms of the agreement, signed by the SABC and Perskor in September 1975, Perskor will produce the magazines for 10 years. Perskor won the contract by tender.

The agreement was signed for the SABC by Mr. Jan Swaneport, director-general of the corporation, and for Perskor by Mr. J. M. Buittendag, joint managing director of Perskor.
telly giveaway

P325

8/6/19
EAST LONDON — The first sod in the third phase of a R150 000 expansion programme at South African Television Manufacturing Co. (Pty) was turned this week.

The third phase is the building of a R150 000 development institute at SATV's Wilsonia factory and follows expansions which will double the size of Sparratt Electronics, SATV's electronics components subsidiary, and the takeover of Pioneer Electronics earlier this year.

The institute will be called the Werner Kausch Development Institute and is named after the man who turned the first sod and the man who was instrumental in Telefunken, Germany, establishing their South African factory at Wilsonia.

Mr Kausch was chief development officer with particular responsibility for overseas development before his recent retirement from SATV's parent company in Germany.

The institute, covering 720 square metres, will accommodate three laboratories dealing specifically with television developments; audio and radio developments; and the professional application of electronics in industrial technology.

Talking about industrial electronic developments, a market which is growing at the rate of 30 per cent a year, SATV's technical manager, Mr W. Winkler, said it was a market which was assuming much greater importance in an age of electronics.

Products SATV will be developing include radio telephones, and hand-held transceivers, a much more sophisticated version of conventional, simple walkie-talkies.

"Electronics are going to have a tremendous impact on future living and these are aspects we will be looking at," Mr Winkler said.

Building on the institute will start within the next few weeks and it is expected to be in operation by February next year. Mr Walter Mueller will head the institute.

Sparratt's R640 000 expansion programme will catapult it into competition with international suppliers of electronic components.

In the past year, Sparratt, a company which started out as a subsidiary supplying components to SATV, has developed into a fully-fledged component supplier to the South African consumer goods electronics market.

"Since its launch, Sparratt, instead of operating only as a supplier to SATV, has established a wide range of markets, from motors and white goods, with a range of printed circuit boards, transformers, coils and sub-assemblies," says Mike Bosworth, Sparratt's managing director.

He reports that Sparratt sales are well above budget and estimates that savings in foreign exchange alone amount to R3 million.

The current expansion will put Sparratt into the big league and the main emphasis will switch from the consumer to the professional electronics market.

"A major element of our investment is the construction of a factory extension and the installation of equipment for the manufacture of commercial through-plated boards for specialised use in telecommunications, computer and other data-processing equipment," says Bosworth.

"These boards are manufactured to mil standards using computerised numeric control equipment and require very stringent quality standards and highly sophisticated equipment."

Speaking before he flew to Japan to negotiate the manufacturing rights for Pioneer hi-fi and car stereo sets — the April takeover was only for Pioneer's distribution rights — Mr Bosworth, who is also managing director of SATV, said the company was now employing more people than at the height of the 1975 television boom.

The sweet sound of success is largely due to the company's invasion of the audio market with the launch of five new Telefunken audio products and the Pioneer takeover.

The acquisition of Pioneer has made SATV, by far South Africa's biggest company in the television and audio industry.

Pioneer is South Africa's top-selling hi-fi brand and the acquisition of the range provides SATV with more than 150 audio-products.

Sales of SATV's Telefunken portable radios have improved 60 per cent in the last six months, while the launch of two new products has resulted in a dramatic 880 per cent increase in sales of Telefunken music centres and consoles.

"Most Telefunken audio products have a local content, exceeding 60 per cent, giving us an edge on

Both price and value for money," says Bosworth.

"Our success in the audio market has been far quicker than anticipated and our major problem now is to meet the level of demand. For the past four months we have worked a 12-hour day, seven days a week."

"Unfortunately we are not able to switch too many of our television production facilities to audio because our TV sales also reflect a market increase — sales over the past six months have improved by an overall 133 per cent and our market share has increased to approximately 45 per cent."
Bophuthatswana TV... What price a big mountain?

A number of South African companies are vying with each other to launch the only foreign television service to be beamed to the Reef in competition with the SABC—from a giant 700 m tower at Garankuwa near Pretoria.

The tower, just inside the Bophuthatswana border, would have to be the tallest in the southern hemisphere to broadcast programmes which could reach the Pretoria-Witwatersrand fairly interference-free.

Earlier plans to beam Bophuthatswana television from a mast atop the Magaliesberg at Steenkop, only 50 km from central Johannesburg, have flapped.

Signal

From this mast an independent TV station could have covered the southern Transvaal triangle with a strong signal which would have brought non-SABC programmes into easily one third of South Africa's homes.

The potential Steenkop transmission site was clearly marked on maps authorised by the Department of Bantu Administration and Development, but has since then disappeared from the map of newly independent Bophuthatswana.

It appears that with the homeland's final land consolidation the Steenkop site, plus other potential transmission sites nearer Krugersdorp, were consolidated right out of existence.

This has left Bophuthatswana without any good mountain from which to transmit its own television programmes.

Technical studies made for potential holders of Bophuthatswana television franchises show that the new homeland could only beam acceptable TV signals over the Pretoria-Johannesburg market across the Magaliesberg from a high site at Garankuwa.

The transmission tower there would have to be 700 m tall for line-of-sight signals to reach the northern suburbs of Johannesburg, Pretoria and areas in between.

South of Linksfield Ridge reception would still be poor.

Such a tower could not be built out of steel, but only out of reinforced concrete.

It would have to be equipped with lifts and might contain a revolving restaurant.

Its cost at present-day prices between R125 million and R14 million.

A system of using giant balloons or balloons, moored to the ground as planned by Nigeria for its television transmissions, was shown to be impractical during preliminary investigations.

Exciting

The balloons would be a hazard to aviation and the careful angle of its transmissions to the Reef and Pretoria target areas could be disturbed by high winds.

To make a new, exciting channel from Bophuthatswana a reality, with regular programmes otherwise banned in South Africa, like "Starkey and Hutch" and "The Sweeney" (in English), quite a few other problems would also have to be overcome.

SABC-TV is likely to object that transmissions from Garankuwa, which will have to be on Ultra High Frequency at 360 MHz, will interfere with South Africa's lattice plan of TV transmissions.

Bophuthatswana will not be able to use VHF channels at all nine of these were allocated to South Africa by the International Telecommunications Union as far back as 1963.

South Africa may also, in effect, ban Bophuthatswana TV reception by insisting on a Bureau of Standards law which lays down that aerials must be limited to one per stand.

Surely across-the-border TV requires a different aerial this may force viewers to choose between SABC TV or its Garankuwa competitor.

The Bophuthatswana Cabinet is fully aware of the money-earning potential of its own national television station, which could earn off up to one-third of SABC TV's advertising revenue which now runs to R68 a set annually, totalling almost R20 million a year.

At the same time President Mandel's TV Advisory Committee is aware of the extraordinary problems as well.

They have seen complicated ‘contour profiles’ showing how deeply TV signals from Garankuwa will penetrate the Transvaal.

And they have, figures of signal readings in different places, we take into account such complex subjects as the earth’s curvature, ‘over’ transmission distances and knife-edge refractions caused by mountains.

Add to this the fact that the Garankuwa tower would have to be the tallest in the world, equaling the famous Glosow Radio Tower and just a few others in the north of Europe in the thickness of viewers and they will come to one conclusion – a huge gamble at a gold
TV actors who are ‘smashed hits’

ACTORS are often asked questions like: “Do you do this for a living?” or “How do you learn your lines?” or “Isn’t it boring playing the same thing night after night?”

It is odd that these questions often come from typists who wear their fingers to the bone at the same dull, old, typewriter all week, or from bookkeepers who tot up dreary columns of figures year in, year out.

Television commercials also prompt curiosity and questions. People ask: “Do you really use that stuff you advertise on TV?” Or “Do you actually drink the beer when you make a liquor ad?”

I can answer that one: Yes, one does drink the beer in a beer commercial. It’s to make it look authentic.

That’s how it came about that it was the supporting cast in an ad for a low-calorie beer who needed the supporting.

While Bernie Voigt and I played the two main characters in the foreground, the rest of the cast had to provide the pub atmosphere. And they did. Two chaps in an alcove who were “off scene” for much of the ad had totally disappeared by the time the camera finally zoomed in on them. They were literally under the table.

Bernie and I fared even worse. In a beer ad the “head” is most important, and we became as tight as ticks being asked to “drink it down slowly…smile…show your enjoyment.”

I must have downed 20 glasses while the props man toted up, making sure the head was right.

Then the director finally decided he had “the sequence in the bag.” I was helped to a stool to recuperate — and prepare for the next sequence.

By the time all the sequences were finished everyone agreed it was a “smashed hit.” Fortunately the make-up girl kept my red beer tan well hidden under layers of pancake.

But before you toppers start besieging the ad agencies in anticipation of drinking the breweries dry and being handsomely paid to do it, a word of caution. Doing commercials isn’t as easy as it looks.

It requires hours of hard work under searching lights and one ad in English and Afrikaans (you have to be bilingual) can take up to 16 hours to complete. And all the public sees is 20 seconds worth.

You may also be required to walk through fields of oats infected with ticks, as I had to do for a popular breakfast cereal.

Often what you see on TV is not what it appears to be. Mouth-watering cream on cakes and sweets is usually shaving cream because real cream would melt under hot lights.

Finally, beware of certain casting sharks — those who, when they advertise, ask for a signing-on fee. Tell them you will pay the signing-on fee after they get you your first commercial.

Some of these casting agents sign on a thousand would-be models at R10 a time — not bad money for jam — but none of the models makes the small screen.

And if any of these models do finally obtain a commercial, the less reputable casting agent may disappear with their fees from the advertising agency. That is, if the film company sent their models’ fees to the casting agency in the first place.

In some cases it might be better to let the ad agencies pay you directly, then you can give the casting people their 10%. But this only applies to those casting agencies and film companies who make it unpleasant for the other many reputable companies.
Aerials not included

EAST LONDON — Television aerials do not constitute a fixture and are not automatically sold with a house.

This is the legal opinion which has been given to estate agents, the chairman of the Border branch of the Institute of Estate Agents, Mr. Bill Howkins, told members last night.

Television aerials have caused something of a problem for estate agents, as they would appear to fall under the normal deed of sale wording of "articles fixed to the wall by nail, screw or other device."

Normally these should be sold with the house, but the legal advisers have ruled that television aerials do not fall into this category.

Any damage caused during their removal, however, will have to be made good by the seller of the house. — DDR.
TV's R4-m shot in the arm

By Ian Gray

The SABC is to spend R44-million more on producing TV shows this year than it did in 1978.

Mr Jan Swanepoel, Director-General of the corporation, said the extra cash had come from advertising in the first year of commercial TV.

It would be spent on:

1. Increasing the SABC's own output;
2. Co-productions with television services in other countries;
3. Co-production with local companies;
4. More production work by local companies for the SABC.

Local companies would provide more for SABC-TV in future because they had learned to conform more to the corporation's budgeting, said Mr Swanepoel.

In the early stages of TV their quotes had been as much as five times higher than the cost to the SABC, he said.

See Page 1, Tonight.

Black television service by 1981?

The Director-General of the SABC, Mr Jan Swanepoel, said yesterday he was hopeful the Cabinet would reach a decision this year on the introduction of a third service.

He said the present five-hour daily transmission could not be extended until a service for blacks was introduced.

Mr Swanepoel said that programmes for black viewers could be screened within the next two years of the development of the second channel.

The second channel would, at today's prices, be R150-million.

The service for blacks will be commercial from the start. At full strength it will employ 100 people.

The SABC will be able to earn R15-million a year from TV advertising, compared with last year's R9-million.

The SABC will spend R15-million on television projects this year. That's more likely to mean satellite dishes for those who want to watch SABC programmes, but who can't get them on the air.

Costs of outside broadcasting duplicating activities for units.
TELEVISION

A dimmer view

TV sales suffered a stunning drop in 1978, and the outlook for this year is considerably worse. Based on the number of licences issued, they dropped by 40% to 183,000 in 1978 (1977: 306,000), reaching a peak of 29,000 in August last year and declining to a mere 5,000 in December. This year they are expected to drop by between 20% and 35%.

SATV MD Mike Bosworth expects sales to fall to 140,000 units this year, of which 70,000 to 80,000 will be colour, 20,000 monochrome and 50,000 portables. Philips' Peter Groenenboom predicts that sales will reach a maximum of 150,000 units and expects the market to stabilise at 150,000 units over the next three years. Barlows' John Turner says that the market could drop to 120,000 units, with colour-set sales reaching only 65,000.

The industry has undergone considerable rationalisation, and more may be on the cards as there is still substantial overcapacity. Most manufacturers have diversified, and there has been a general swing to audio and electronic component manufacture. SATV now has only 25% of its production in TV compared with almost 100% previously.

Barlows' TV activities were rationalised in the Fuchs takeover, while the Southern Cross consortium, which originally manufactured Pilot, Telemaster and Supersonic, has reduced its operations to the monochrome Supersonic. The company, originally owned by Pilot-Thorne, ITT and a third shareholder, is now wholly-owned by ITT.

The number of brands on the market has declined from about 15 (including Pilot, Pioneer and Telemaster), to only

ment until 1982, when replacement buying comes in.

Bosworth expects the replacement market to start developing in 1980, when TV owners will start changing brands or replacing monochrome sets. "Present programme content and the necessity for one licence per set have reduced the incentive to buy a second set," comments Turner.

"The industry would benefit enormously from the introduction of a black channel and by the electrification of Soweto," he adds, "but this won't be for some time."
TELEVISION

9/2/79 - 14/10/79

826
TV licence warning

DURBAN — Only 866,000 out of nearly 1.12 million television sets in South Africa had been re-licensed this year. Defaulter could expect licence inspectors, in about-a-fortnight, a postoffice official said yesterday.

Defaulter will have to pay a penalty of 10 per cent of the annual licence fee for every month or part of a month their licence are overdue.

Inspectors would issue a warning but if this was ignored the television owner could be taken to court and fined up to £300. — SAPA.

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Bskyb playboys of business
Ad man: We're not the

DAILY DISPATCH, THURSDAY, FEBRUARY 1, 1979 - 7
SABC site: Panel’s objection disclosed

By DIANA POWELL

THE PANEL of experts which studied the environmental impact of the proposed SATV studio on Devil’s Peak, warned the Provincial Administration that the development would change the “famous and classical” face of Table Mountain.

They said:
1. Building height restrictions would result in a low, sprawling mass of a quasi-industrial type cut off from the site.
2. The owners of the site had in January decided not to reneew their lease, which is due to expire in 1980.
3. The council’s intention of subdividing the remainder of the land into three or five plots and building apartment blocks of three to four storeys, with garages on the ground floor, according to the report.
4. By his evidence Mr. V. Mohns, director of the Cape Metropolitan Planning Council, told the panel that the major part of the property and the site should be kept as open land and that the local authority should make the committee acquire the land for the “public good.”

‘Constraints’

Mr. B. B. Pickard, of the SA Institute of Landscape Architects, and the site panel, severe constraints on the area to harmonise a large building with its surroundings.

The report stated that a large building would have a major impact on the mountain and would have to be made to fit in with the surroundings of the site.

The report also stated that the SABC had decided to use the Vredenhof site and the panel was unable to object to the decision.

The area outlined is the site on the lower slopes of Devil’s Peak above Vredenhof, where the SABC intends to build a complex housing radio and TV studios, administration offices, mechanical and electrical workshops and facilities for making and storing stage sets.

Mr. Mohns told the council that the SABC had decided to locate all its Cape Town activities on one site in one building. This would include radio and TV studios, administrative offices, mechanical and electrical workshops and facilities for manufacturing and storing television and radio sets.

Mr. W. T. Wieland, of Consutr (Psych) Ltd, the owners of the land, told the panel his firm understood to retain the remainder of the property after the needs of the SABC had been met.

Mr. Mohns told the panel he would exercise only such quasi-industrial type will be cut off from the site.

The site panel also added that the SABC staff working on the adjoining site.

By rotation, Mr. Wieland stressed the importance of subdividing the remainder of the land into three or five plots and building apartment blocks of three to four storeys, with garages on the ground floor, according to the report.

The report also stated that the SABC had decided to use the Vredenhof site, and that the major part of the property and the site should be kept as open land and that the local authority should make the committee acquire the land for the “public good.”

Hereafter high bulk development in the area.

Criticism of the Das Park towers indicated that any attempt to allow for larger buildings on the lower mountain slopes would be unacceptable to professional planners, conservation bodies and the general public.

Mr. Mohns said that the SABC had decided to use the Vredenhof site and that the major part of the property and the site should be kept as open land and that the local authority should make the committee acquire the land for the “public good.”

The panel reported in a summary of evidence that the scale of the proposed development would have an adverse visual impact on the site. The site was particularly prominent because it straddled a spur and was thus visible from all approaches to the city.

The famous and classical scene of undulating views of the wooded hills and Table Mountain will be changed by the presence of a large building on the eastern spur. This is likely to have an adverse effect on the tranquility of residents and tourists,” the report said.

The topography of the site is not suitable for a quasi-industrial use. The cut and fill operations required to level the site will alter the profile of the spur and exaggerate the visual impact of the large building mass intended in the panel’s opinion the amendment to the town planning scheme to allow the building of Das Park did not justify the eastern spur. This is likely to have an adverse effect on the tranquility of residents and tourists,” the report said.

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Brighter outlook for some TV manufacturers

A BRIGHTER picture is in store for some of South Africa's television manufacturers while others will continue to drop out of the market, says SATV managing-director, Mr Mike Bosworth.

While sales this year are expected to slump to 140 000 (1978: 185 000), Mr Bosworth estimates that 1980 will see the start of an upturn in demand that will eventually push annual sales levels back up to the "heyday" levels of 200 000-plus. Ideally, this market will be shared by only two or three brands, says Mr Bosworth.

He says a major factor working towards a medium-term recovery in the industry is that the Republic's television service is well into its fourth year of full operation, and a replacement market will soon develop.

Technical and aesthetic improvements, including the introduction of the high-brightness tube, as well as poor performance records of some sets, will reinforce the growth of the replacement market. An annual replacement market of only 10 percent would result in new set sales of 130 000.

In addition, six or seven brands out of an original 15 have fallen by the economic wayside since television was first introduced, and further brand rationalisation is on the cards. Telefunken — the SATV brand — and Philips already hold an estimated 60 percent of the market. Owners of discontinued brands will, says Mr Bosworth, now be considering switching to more popular and well-established brands.

Mr Bosworth says viewers who originally plumped for monochrome sets will be thinking about switching to colour, while the concept of a portable second set is steadily gaining acceptance, in spite of the drawback of the need for an extra licence.

Another important factor is the introduction of a separate black channel, expected during 1980/81. With some 1.8m black homes falling within the transmission area, a penetration of only 10 percent per annum would yield 180 000 sales.
R150 000 project for TV lab

EAST LONDON — South African Television Manufacturing Company has started construction of the Werner Kausch Development Institute at the company's factory complex here.

The R150 000 development laboratory will concentrate on technical advances in the television and audio industries along with other specialized projects.

SATV manufactures Telefunken television and audio equipment and distributes Pioneer hi-fi in South Africa.

The laboratory, which is due for completion in July, is named after Werner Kausch who, as head of Telefunken's development section in Germany, played a pioneer role in the development of audio FM.

He was also involved with Prof. Walter Bruch in the development of the Telefunken PAL broadcasting system. — DJX.
Bosworth sees brighter future in TV industry

EAST LONDON — A brighter picture is in store for some of South Africa’s television manufacturers, while others will continue to drop out of the market.

That’s the opinion of Mr Mike Bosworth, managing director of the East London-based television manufacturers, SATV (Pty).

While sales this year are expected to slump to 140 000 (1978: 183 000), Mr Bosworth anticipates 1980 will see the start of an upturn in demand that will eventually push annual sales levels back up to the “hey-day” levels of 300 000-plus.

Ideally, this market will be shared by only two or three brands, he says.

A major factor working towards a medium-term recovery in the industry was that South Africa’s television service was well into its fourth year of full operation and a replacement market would soon develop.

He says technical and aesthetic improvements, including the introduction of the “high-brightness” tube, as well as poor performance records of some sets, will reinforce the growth of the replacement market. An annual replacement market of only 10 per cent would result in new set sales of 150 000.

In addition, six or seven brands out of an original 15 have fallen by the wayside, since television was first introduced, and further brand rationalisation is on the cards.

Telefunken, the SATV brand, and Philips already hold an estimated 60 per cent of the market.

Owners of discontinued brands will, says Mr Bosworth, now be considering switching to more popular and well-established brands.

Mr Bosworth says viewers who originally plumped for monochrome sets will be thinking about switching to colour, while the concept of a portable second set is steadily gaining acceptance, despite the drawback of the need for an extra licence.

Another important factor is the introduction of a separate “black channel” expected during 1980/81.

With some 1.8 million black homes falling within the transmission area, a penetration of only 10 per cent a year would yield 180 000 sales.

While price considerations might limit many blacks to monochrome sets, it was believed many would opt for second-hand colour sets, thus further accelerating the replacement market.

These factors, together with “new” white market sales — such as newly-weds’ purchase of some 5000 sets a year, says Mr Bosworth, will in time boost total sales above the 300 000 mark. — DDR.
Now owners needed

TV advertising

The increased programming will
result in a rise in the number of
viewers. However, the percentage of set
owners who watch TV is declining. Fifty percent
of set owners watch TV at some time during the
week, but only 40 percent watch it regularly.

There are fewer set owners in the new
era, but it is still possible to reach them with
advertisements. The number of set owners
has fallen by 10 percent in the last year.

The average age of set owners is
increasing. This is because more people are
watching TV at home, and fewer are going
to the cinema. The average age of set owners is
now 45 years old, compared to 35 years old 10
years ago.

The number of set owners who
watch TV in the evening is decreasing.
This is because more people are watching
TV in the evening. The number of set owners
who watch TV in the evening has fallen by 15
percent in the last year.

The number of set owners who
watch TV in the morning is increasing.
This is because more people are watching
TV in the morning. The number of set owners
who watch TV in the morning has increased by
20 percent in the last year.

The number of set owners who
watch TV in the afternoon is decreasing.
This is because more people are watching
TV in the afternoon. The number of set owners
who watch TV in the afternoon has fallen by
5 percent in the last year.

The number of set owners who
watch TV in the evening is increasing.
This is because more people are watching
TV in the evening. The number of set owners
who watch TV in the evening has increased by
10 percent in the last year.

The number of set owners who
watch TV in the night is increasing.
This is because more people are watching
TV in the night. The number of set owners
who watch TV in the night has increased by
5 percent in the last year.

The number of set owners who
watch TV in the weekend is increasing.
This is because more people are watching
TV in the weekend. The number of set owners
who watch TV in the weekend has increased by
15 percent in the last year.

The number of set owners who
watch TV in the holiday is increasing.
This is because more people are watching
TV in the holiday. The number of set owners
who watch TV in the holiday has increased by
10 percent in the last year.

The number of set owners who
watch TV in the evening is increasing.
This is because more people are watching
TV in the evening. The number of set owners
who watch TV in the evening has increased by
10 percent in the last year.

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10 percent in the last year.

The number of set owners who
watch TV in the weekend is increasing.
This is because more people are watching
TV in the weekend. The number of set owners
who watch TV in the weekend has increased by
15 percent in the last year.
SABC ignores the June 16 services

Staff Reporter

As far as SABC-TV is concerned, it seems the commemoration services of the historical riots of June 16, 1976, never took place. Not even a meagre 10 second slot was allocated to record the services on either the Afrikaans or English news services.

"I presume we had too many news items," said SABC spokesman Mr Hein Jordaan.

"We only have 20 minutes for news and the other news items must have been regarded as more important than the commemoration services for the riots of 1976," Mr Jordaan said.

Mr Jordaan said he did not know whether the SABC-TV cameras had attended the services in Soweto or Lenasia.

"But even if they had recorded the services other items of news must have been considered more important," Mr Jordaan said.

Mr Jordaan was asked if this view was justified.

"Now you are asking for my personal opinion and this has nothing to do with my personal opinion," said Mr Jordaan.

Among the "more important items" was the coverage of a sick pilot whale - the centre of tourist attraction in America, receiving treatment - and a lengthy report on metric containerization.

The head of the SABC radio-news, Mr Karel van der Merwe, said yesterday the normal arrangements for the coverage of newsworthy events was made, but said it was impossible, in view of the many radio stations, to know whether news concerning the prayer services at Soweto and Lenasia were broadcast.
1981—YOUR SECOND TV CHANNEL

Bright new shows — at no extra cost

A NEW R6-million commercial television service will be beam to South Africa from Bebuda/Tsana in 1981 or, at the latest, 1982.

The independent service will transmit in colour, soundly in English, and will compete directly with SABC TV.

It will create a free second channel for about a million South African viewers in Johannesburg, the Western Cape and Oranges, and its range may be extended at a later stage to the Western Transvaal and Free State.

The service will fall on the same level as the older, sounder, SABC services.

For real service, the first will be a welcome competitor. The SABC’s ‘increasingly popular’ programmes.

More than 200 programmes will be produced and broadcast live. The production will be monumental.

Successor to SABC TV, it will provide

— News, national and local news, weather, and sports coverage.
— Exceptional programmes.
— Educational programmes.
— Sports coverage.
— Product, advertising.
— And to pick it up in South Africa — day.

By KITT KATZIN

To Page 2

made in his cell

Determined was kept

South African Times, Cape Town
Ex-SABC man heads rival TV service

From Page 1

or night — all you’ll have to do is press a change-channel button.

The new service will be headed by former Springbok Radio Director Henry Moore, who is currently with the Broadcasting Board of Bophuthatswana.

Yesterday Mr. Moore told the media:

"Negotiations were under way to find a site for the central transmitter, and to determine the channel and frequency allocations.

"This would have to be granted by the SABC.

"Bophuthatswana was negotiating the purchase of a farm, Boschten, as a site for the transmitter. The farm stretches to the crest of the Magaliesberg range.

"If the transmitter mast is erected on top of the mountain, the Bophuthatswana authorities would be able to slash costs. It had originally been envisaged building a 700-metre reinforced mast at Ga-Rankuwa near Pretoria at an estimated cost of R14 million.

"But even if the deal to buy the farm falls through, President Mangope will consider alternatives. He is firmly committed to launching an independent service.

"The green light has been given," said Mr. Moore, outlining that the political decision to start the service had been made.

"Talking of channel and frequency allocations, Mr. Moore said the Postmasters-General of Bophuthatswana and South Africa had reached an advanced stage in negotiations, and he hoped authorisation would be obtained soon.

"He said the SABC had been helpful and courteous.

"He believed the new TV service could be fully operational by 1982 at the latest.

"Although he would not commit financially, he said that at least two South African companies are interested in running the new service. They are Barons, through its associated company, Teleluma, and a consortium made up of the South African TV Retail and Rental company, TVtoys.

"As soon as the transmission allocation time and frequency approvals have been obtained, the Bophuthatswana government will put the service out to tender. But it will eventually develop its own TV industry and train its own directors, producers, newscasters, actors, announcers and technicians.

"And advertisers, he said, have already shown a keen interest in supporting the service."

Press bill rejected outright

CAPE TOWN — The complete opposition took the unusual step of opposing the controversial Advertisers’ Bill at its first reading in Parliament yesterday. The largest ever protest vote was an overwhelming 191 in favour of the Bill.

"There was no surprise from the opposition," Mr. Erwin said. "There were no surprises for the Bill before he was aware of its contents."

But Mr. Erwin said there had been a clear statement of intent from the Prime Minister in particular, and "tarnishing press freedoms."

"Since the press censorship is a first-class mechanism to enter the print media, Mr. Erwin said, "the Prime Minister was asked to explain the Bill but he refused."
Pat may quit TV

Rogers reassesses his future after

Pat Rogers...will decide what to do after he retires from holder

By A. R. WILSON

[Image of Pat Rogers]

Protester

It will go cold at the time I was aware there could be representations, but it was

[Text is cut off and not fully visible]

politiccal ban by SABC

[News headline]

[Image of SABC logo]
(b) Konferensies

Gerade 1978 het die direksie die volgende konferensies bygewoon:

Jahrestagung, Internationale Vereinigung für Religions- und Geisteswissenschaften, Stuttgart, April

Suid-Afrikaanse jaarlikse vergadering van die Religieuse Vereeniging, Bloemfontein (April)

Nagewend Hospitaalgang met Sociologie, Bloemfontein, by die Assebligung van die Internasionale Sociologese Vereeniging in die Antwerpse, afgevaardigde van Suid-Afrika (Augustus).
To see the full image, please visit the website.
UK plans TV for the deaf

The Star Bureau
LONDON — BBC Television has embarked on ambitious new plans to provide programmes for the deaf. And in a decade or so, the hard of hearing may be almost as fully served as those with no handicap at all.

The project, unveiled at BBC-TV Centre, makes use of already developed technology as well as planning for a computerised future with "instant" sub-titles or a running synopsis available at the flick of a switch.

This is the first service of its kind in the world. The first stage uses the BBC news service, Ceefax. This is a device which attaches to an ordinary TV set. "Scrambles" telecised codes and provides a full and running news service to subscribers.

Ceefax, which carries a printout rather than spoken news in its everyday presentations, may be bought in Britain for about £400, or rented at about £24 a month.

But BBC engineers have also been developing an existing system called Plantype, which "types" sounds rather than letters on a keyboard.

A BBC spokesman said the Plantype has been linked to a visual-display unit via a computer programmed with hundreds of thousands of words and that "one day fairly soon" it would be possible to provide steady, instant sub-titles for live broadcasts.
Blacks may get cheaper TV sets

The Government, to make life easier for blacks, will permit the sale of cheaper television sets.

The Minister of Posts, Mr. Smith, said that SABC said the service would be extended to three main Black areas. The service would be extended to some areas, and in addition, there would be a big black audience. The SABC expected to make the service as soon as possible.
Television is coming in from the cold

EAST LONDON — South Africa’s ailing television industry is on the mend. Manufacturers who have survived a two-year lean spell, report, that disastrous stock holdings of December 1978 have been substantially reduced and some have given warning of price increases early next year.

According to the latest South African Television Manufacturers Association statistics, the national stockholding on television sets at the end of July was 69,000, some 40 per cent down on December 1978.

Mr Mike Bosworth, managing director of South African Television Manufacturing Company in East London, says attrition in the industry will continue for some months with weaker brands continuing to offer sets at dumping prices in a desperate effort to survive.

"By the end of the year, however, I see only four brands remaining in the market. Stockholdings will have been reduced dramatically as the weaker brands drop out completely and the industry will then be in a position to slowly get prices back to realistic levels."

Mr Bosworth says some manufacturers have emerged stronger than ever from the long "price war" that has afflicted the industry.

"We recognised early on that the industry was heading for a period of attrition and tremendous price pressures. We concentrated on promoting the good name of Telefunken and held our 40 per cent share of the market — with only eight per cent of the national stockholding. Some brands have been grabbing temporary slices of the market by retailing large screen colour sets for as low as R398 compared with about R1 100 when television was launched five years ago."

Now that the industry is showing signs of settling down in the early 1980s, Mr Bosworth hints at a minimum five per cent price hike.

"I don’t believe we can initially go much further than that as the consumer will naturally find it hard to accept that he has benefited from a chaotic over-supply situation. South African television receivers are certainly among the cheapest in the world today."

— DDC.
Blacks will give TV trade shot in the arm

By TONY HUDSON, Finance Editor

THE television manufacturing industry, which has been languishing in the doldrums, is to receive a massive shot in the arm when the SABC-TV starts transmissions for blacks.

However, manufacturers must do their homework properly if they wish to avoid the pitfalls of overproduction in a saturated market, as happened when TV was first introduced and then when portables first came on the market.

Estimates of just how many sets the black market will consume vary widely, ranging from a conservative 60,000 during the first year of the service in 1982 to over 200,000.

And until firmer projections are made and more market research is done, production planning will have to wait.

One thing is certain: The market is there and so is the buying power to take up sets at current prices. Indications are that the main mover will be monochrome sets, which sell for about R400.

And SATV's Mike Beyworth feels this is in easy reach of many black consumers as well.

"About 80,000 radio consoles, costing around R500, are sold to blacks each year, and there is no reason why this kind of money will not be spent on TV sets," he said.

But colour will eventually penetrate the black market. Industry sources say that as whites begin to replace their sets, they will be reconditioned and sold as second-hand sets to blacks.

There is no indication what the price range will be, but there is no doubt that they will be priced within easy reach of the black consumer.
TV's loss is mines' gain as Rogers moves

SATV's loss of Pat Rogers means a powerful boost to the Chamber of Mines Employment Bureau of Africa — which claims an audience of 75,000 workers for its in-house TV and cinema services.

Rogers will be heading production and planning of visual services for one of the best-paid communities in the country.

As Nick Holdsworth of Bates points out:
Each of the 75,000 is paid about R147 a month and

TV's Pat Rogers boost for mines

fed, housed, clothed and transported free as fringe benefits.

Five years ago, mineworkers were only just ahead of agricultural labourers as the lowest-paid of SA workers.

"Today, taking into account their 'perks', they rank among the best paid. When they return to the homelands, decision-makers and opinion leaders in their families, they will pass on their acquired sophistication and new-found needs, says Holdsworth.

The Chamber of Mines makes advertising space available in various media. They run entertainment programmes which include cinemas at 48 mines, 24 collieries, 12 power stations and the Medderfontein dynamite factory.

One ad, which shows a group of miners playing football, is estimated to cost R25 for a full cycle of 329 screenings, which works out at R1.81 per thousand.

Closed circuit TV is available at some of the mine hostels, carrying two programmes a week of approximately two hours each. Programme content includes newsreels, SATV films and short features.

The rate is R2 a thousand for a 30 second commercial.

Recruiting vans tour the homelands, showing films, and ad time is available at R200 a month for a 30 second commercial.

The Chamber also publishes "Mining Sun", a fortnightly newspaper circulating mainly in the OPS gold fields, northern Natal and the western and southern Transvaal. Ad rates are R1.70 per single column centimetre with full colour for another R2.10.

What you think, copywriters and art directors?

MARKINOR must be able to claim some sort of record for the blur of speed with which it recently handled an urgent survey.

Required: 800 interviews in metropolitan area.

Monday: Questionnaire prepared, typed, run-off and air-freighted to the various centres.

Friday: Interviews finished, questionnaires back in Johannesburg.

Following Monday: Input ready for punching.

Wednesday: Final report written and typed!

© David Jones has joined Concept Communications as an account manager. Jones has worked with Emil Fyts public relations and started his marketing career with 3 rift SA.

...as affected by the existence of a company's loss of the division of the

ting to R70 000, all of which was taxable?

answer to 3. change if the R70 000 is now a

s, which can be set off against the taxable

s of R50 000? Draw up the

nt assuming the deferral method is used.

e 4, assume now that the company has a set

decrease of R60 000 in 19.8.

ome statement for the 19.8 financial year

tility method

by: deferral method

Assume the tax rate remains 42%
Terrorists or guerrillas: isn’t it time TV woke up?

WITH Lancaster House the political focus this week, I wonder is it not time the SABC re-examined its dealings with Messrs Mugabe and Nkomo?

Last Sunday Mr Pik Botha, in what must rank as his most impressive interview on our TV service, made it crystal clear that a settlement was in everyone’s interests and such a settlement would have to be in the Patriotic Front.

So the time may not be far off when leading members of the PF become part and parcel of the establishment in Zimbabwe-Rhodesia — in which case it might be a trifle difficult (or unwise) for the SABC to continue referring to them as “terrorist leaders”.

It is no secret that “terrorist” Mr Nkomo has long been regarded by many (including Mr Ian Smith) as the man they would prefer to see take over the government. I have even heard him called the White man’s hope.

A terrorist is a person who wrecks terror on innocent non-combatants — in which case there are certainly more terrorists around than is desirable. A guerrilla is a person waging war for a political cause.

The Zanla and Zipra armies obviously contain both guerrillas and terrorists.

However interesting discussion on these two concepts, it is not really necessary to continue it every night on the news. I would have thought, with an eye to the future, it would be infinitely better for SABC to drop both tags and refer only to the Patriotic Front (or Zanla and Zipra) leaders.

And in the meantime, although the two men represent much that is abhorrent to many, should they also not receive the same treatment as other names on the News — that is, the simple prefix Mr in front of their names? This is only professional.

Pofadder is a funny place,” she said, “but we don’t have to be told when to laugh.”

I am all for Countrywide’s often whimsical treatment of news items. A little more levity is sadly needed on our

Assuming the deferral method is used.

Further to Note 4, assume now that the company has a set profit before depreciation of R60 000 in 19.8.

Draw up the income statement for the 19.8 financial year under

a) liability method

b) deferral method

Assume the tax rate remains 42%
TELEVISION

3/1/81 - 31/12/81
SABC shelves Devil’s Peak plan

Environment Reporter

THE controversial SABC radio and television complex planned for a site on Devil’s Peak is likely to be delayed and might even be re-evaluated as a result of the introduction of a black-television service for South Africa.

The SABC’s director of administration in Johannesburg, Mr Gert de Bruyn, said it was not possible to complete plans for the Devil’s Peak project because of other more urgent priorities.

Technical committee were reviewing budgets and the SABC’s architectural staff were fully committed to the planning of the second phase television service.

‘For these reasons there will be a delay while the whole project is reviewed in the light of present circumstances,’ Mr de Bruyn said.

However, the SABC was not abandoning Cape Town and would get back to the project as soon as possible.

The Cape Provincial Administration last year gave the SABC permission in principle to plan the complex in spite of objections from Cape Town City Council, the Cape Institute of Architects, the Institute of Town and Regional Planners and Cape Town Chamber of Commerce.

GO-AHEAD

The go-ahead was given after the administration reversed an earlier decision refusing to reserve the site for the SABC.

The SABC had decided to go ahead with the project and appointed a Cape Town architect and urban conservationist, Mr Gwily Fagan, as a consultant.

The SABC and Mr Fagan have given an assurance that the complex would not be damaging to the environment.

But a panel of experts appointed by the administration has warned that the complex would change the face of Table Mountain.
MD, Terry Long: “Manufacturers are living from hand to mouth — they can’t deliver to us.”

Dave Mitchell, Marketing Director for SATV Manufacturers, agrees. “We’ve ended the year on a healthy note.”

Considerable rationalisation within the industry has cut over-capacity and ensured a tighter control on supply and demand. Only eight of the original 15 brands remain on the market. They are Sony and Blaupunkt (Tedelex), Telefunken (SATV), National, Barlowvision and Futronic (Barlows), Salora and Phillips.

Barlows has updated the larger CN471 National set and ITT has closed down its Supersonic factory. In the rental business, Teljoy and Visionhire are considering a merger which will ensure them 45% of the total market.

A number of new developments are also contributing to the bullish swing in sales. The single licence compensation for owners will “motivate people to buy a second smaller set,” says Mitchell. Sellers in the market all agree that a R38 licence on a R170 set has restricted the sale of portables.

Although the replacement factor won’t push sales up significantly until 1982, Theo Rutstein of Teljoy says it is contributing to the upswing in sales. “There’s been a 300% increase in the number of tube failures. Replacements are being considered instead of repairs.”

Mitchell adds: “A lack of knowledge and a shortage of stock limited consumers five years ago. They’ve become more selective and are discarding the troublesome sets.”

A significant breakthrough into the black market isn’t anticipated for at least two years. “Blacks are ready to buy sets now but the lack of electrification is a drawback,” says Mitchell. He says the introduction of a second channel will be an added incentive.

SABC is to extend its transmission by six hours in April. Retailers on the whole don’t anticipate this drawing new buyers. However, Rutstein says sales are slightly affected by programmes with popular appeal.
by 1970, this figure had decreased to 15.2%, indicating that the whites had improved disproportionately to the 'coloureds'. Similarly, for children 1 to 4 years of age, during the period 1941 to 1970, the white mortality experience as a percentage of the 'coloureds' had decreased from 15.2% to 7.1%. It should be noted that the 0 year age specific death rates are higher than the corresponding IMRs. This is because the denominator for the former is the number of live births whilst for the latter it is the mid-year populations under one year of age.

Fig. 4 provides an indication of the proportional contribution of selected causes of death to the overall mortality experience of the white, 'coloured' and African communities.

During the period 1929 to 1970, the whites have shown a decrease in the extent of mortality which is significantly higher than that of the 'coloured' and African communities.

Infectious disease are increasingly 'coloureds' and Africans causes of death by mortality which is significantly higher than that of the 'coloured' and African communities.

What is of particular interest, 'coloureds' is the Table II which presents the contributions to the overall mortality rate, is the emergence of cardiovascular diseases which have traditionally been found to be less common in the African population. However, the data presented in Table II indicate that this trend is changing and that cardiovascular diseases are becoming a major cause of death among all racial groups.

Clearly, the broad diagnostic categories used in this analysis conceal a certain amount of information. However, because of the changes in disease classification which have taken place since 1929, it is not possible to examine the temporal changes of mortality rates in greater detail. Disease categories with rates greater than 5/1,000 appear in italics in Table II. It will be noted that the mortality experiences of the 'coloureds'

The imbalance between the age specific mortality rates of whites and 'coloureds' has improved or remained constant for persons between the ages of 5 and 64. However, for children less than 5 years of age, the gap between whites and 'coloureds' is widening. In 1941, white children under one year old experienced 28.4% of the mortality of 'coloured' children;
Work starts on black television

More than 50 people have started a three-month training course for black radio and TV. Preparation for the first course has taken a long time because additional instructors had to be appointed and intensive research was done on modern training methods.

"People will be trained as directors, production assistants, light operators, and for sound and film camera work. Researchers, writers, translators, scenario-writers and typing clerks will be appointed," said Mr. Theuns van Heerden, director of TV2.

The official screening would be three hours a night— the precise hours being decided at a later stage.

There will also be three additional hours on Saturdays and Sundays and two news broadcasts each day with the exception of Sundays.

The news broadcasts will begin at 7pm and will last for about 10 to 15 minutes and at 8pm, lasting approximately 20 minutes.

Broadcasting hours will be divided on a 50-50 basis between the Nguni and Sotho language groups. There will be an epilogue of about five minutes each day and a studio service on Sundays.

Fifty documentary films have been ordered and one serial with 26 episodes in Zulu, one with 18 episodes in Xhosa and one with 16 episodes in Tswana.
TV time to go up 6 hours a week

By lan Reid
TV Editor

FIFTY years and a day after television made its first public appearance, SABC-TV is increasing its broadcasting output by six hours a week.

It was on April 1, 1939, that the Rand Daily Mail quaintly informed its readers: "A new chapter in the history of wireless development was inaugurated today by the simultaneous broadcast of sight and sound on BBC 'twin' transmitters, as a result of which wireless artists were seen as well as heard for the first time in any country..."

Today the "Mail" informs its readers that from April 1 the new hours of viewing time on SABC-TV will be:

- Mondays to Thursdays 5.30pm - 11pm;
- Fridays and Saturdays 5.30pm - midnight;
- Sundays 4.30pm - 10pm.

The corporation is also introducing an additional news bulletin which will be broadcast about 10.45pm.

It is also considering screening Sunday evening movies. These, however, will NOT be Westerns or detective stories — but will rather be of the more serious nature.

Some new series will also be making their appearances in April. On Tuesday April 15, a new "Dallas" series begins.

Other new English programmes include: "Danny Cat", a children's series promoting road safety and a puppet animation series, "Clangers".

For late night viewers there is a variety series with the artist Jack Jones, alternating weekly with a season of English drama which will continue until October.

A season of film classics is scheduled for later in the year.

On Saturdays, from April 13, we will be seeing another series of six programmes of the Los Angeles police lieutenant "Columbo".

The first feature film in April will be "Cabaret" with Liza Minnelli. The "Dick Cavett Show", an American talk show, will end the evening's transmission.

On Sundays English late night viewing will include programmes on travelling and selected dramas. To follow will be music for the connoisseur.

While the English service starts the evening's viewing it will include a series of Country and Western music, called "Gentle on my Mind".

After this comes a music quiz and a new series of "Little..."
Visionhire has introduced a new television rental scheme in preparation for Channel 2, and the expected surge in black TV interest. In SA the TV rental market has been relatively small to date. Only 80 000 of the 1.3m sets in use are rented.

Pay-a-View TV, directed exclusively to the black market, allows customers to rent a set, with a cashmeter box, for R16 a month. Colour sets may be rented for R30.

By slotting 50c into the cashmeter, viewers can watch for two-and-a-half hours—the idea being that meter takings will go towards paying the rental. A full month’s viewing (150 hours) would cover the costs of a colour set.

Ordinary monochrome sets can be rented for R10.50 a month, says Terry Long, MD of Visionhire, the Pay-a-View rental includes a licence, provided by Visionhire, comprehensive insurance, an indoor antenna and a trolley for the set.

The meters are imported from the UK at a cost of R35 and, Long says, are easily wired in. Local manufacturers can’t cope with the demand at present, but this could become feasible should the system get off the ground.

Philips sets, which account for 90% of Visionhire’s rented sets, are the only sets being modified.

Long points out that the system is widely used in Britain. “For lower income families it’s an economical way of enjoying a TV set. The money for each month’s rental is assured— and collected.”

He adds: “There’s also the potential to make money out of renting a set by charging friends who share the viewing time.”

The industry is looking at the new scheme with interest. Colin Kruger, MD of Nationwide, says any development is good for the industry, but he’s still sceptical. “Rental has never, and will never, take off in this country. Tax allowances in the UK allow firms to rent their units much cheaper.”

Another factor, he says, is that South Africans tend to be owner-oriented and are less open to rental schemes.

But Visionhire is marketing the new idea cautiously. “We’re being very selective about who we rent the sets to. We want to ensure our returns,” says Long.

He says, without revealing details, that the response since the project was launched in January has been good. “We have a few hundred out already and this will ensure our foothold in the black market.

“But,” he adds, “I don’t think the effect on the market will be astounding. There’s been a fair black response to the general hire market and Pay-a-View won’t change this drastically.”

Visionhire SA’s parent company, Electronic Rentals, has agreed to buy out 70% of the shares currently held by Nedbank. Nedbank companies and Philips. This take-over will replace the Visionhire and Teljoy merger (FM November 23 1979) which has finally fallen through.

Electronic Rentals, the second largest TV rental firm in the UK, hold 25% of Visionhire. To date, it has controlled the local company through a management contract.

Nedbank and Nedbank companies hold 51% of Visionhire’s shares while Philips holds 19%.
Hendricks quits TV

Religion Reporter

THE former head of the Methodist Church and the church's Cape district chairman, the Rev Abel Hendricks, has announced his withdrawal from the SATV programme Epilogue on the grounds that it will not allow a full proclamation of the Gospel.

All four black ministers who participated in Epilogue in English on TV have now withdrawn. The others are Bishop George Swartz (Anglican), Bishop Stephen Naidoo (Roman Catholic) and the Rev Howard Eybers (Presbyterian).

Dr Alan Boosak, theologian of the Ned Gerf. Sendingkerk, has called on black ministers to withdraw in the same way from the Afrikaans programme.

Mr Hendricks said this week that Mr Bill Chalmers, head of English religious broadcasting, had edited certain phrases and words in the script of his Epilogue address of January 27.

FULL GOSPEL

If these gave offence to SATV, then it is time to resign myself to the fact that the full Gospel of love and reconciliation cannot be preached through the medium of television in this country.

No minister of the Gospel could allow himself to be compromised by a television system which so closely aligns itself to apartheid.

For example, when I first decided to broadcast I had to come to terms with the fact that SATV does not invite African ministers to participate.

The head of the Methodist Church is the Rev Andrew Leake, who is African.

I would now accept that I may have erred in deciding to appear on TV in the first place.

Mr Hendricks said he could no longer reconcile himself to participation in a system based on apartheid.

Apart from this, I am a member of the black community, which has suffered and is suffering discrimination.

The Christian Gospel calls on me to identify with those who desire peaceful change and reconciliation, rather than with a TV system which has so often ignored the plight of the countless numbers of God's people who suffer because of a political ideology in this country.

MINISTRY

His decision to withdraw had been taken after prayerful thought. But he had to exercise his Christian ministry in the manner in which God had called him to.

All three other ministers said also that Epilogue was unchristian in its very format and in disobedience of Christ's command to 'go forth and make disciples of all nations.'
TV preachers compromised—cleric

Mr Hendriks said that he had re-examined the script of his epilogue screened on January 27 and felt that if words and phrases used or sentiments expressed offended the corporation 'it is time to resign.'

Mr Hein Jordaan of the SABC-TV public relations department said that, contrary to practice, Mr Hendriks had not submitted a text for his programme. 'We were not entirely happy with the recording but allowed it to be broadcast.'

He said that a text had subsequently been received and when Mr Hendriks had been due to broadcast in August SABC objections to what he had said were taken up with the Rev Stanley Pitts, chairman of the South-West District Transvaal Methodist Church.

Mr Hendriks subsequently decided not to broadcast and said in a weekend statement: 'The full gospel on love and reconciliation cannot be preached through the medium of television in South Africa.'

Mr Storey said: 'We are automatically compromising ourselves by broadcasting with the SABC but I have weighed this against the fact that I have been able to preach the whole gospel and not an incomplete one. I have had criticism from the SABC but it doesn't worry me. Nobody there is qualified to criticise the content of anything a minister of religion says during an Epilogue.'

'If anyone stopped me from saying anything I had planned for a sermon on television I would think very differently.'
EAST LONDON — This city, unlike Port Elizabeth, will not be getting its own TV broadcasting unit, due to the limited number of units to be used for TV2 at the end of this year, said Mr Eric van der Merwe, SABC's public relations officer in Johannesburg, yesterday.

Mr Van der Merwe said because of the high costs, eight units have been ordered for TV2. He said obviously not every centre in the country could have its own unit, as each cost in excess of one million rands.

"At this stage there will have to be sharing along the way," with Port Elizabeth receiving the broadcasting unit for the Eastern Cape, he said.

Live coverage of major events in East London, King William's Town, and surrounding areas will be covered by the Port Elizabeth unit and no longer by units brought in from Johannesburg.

The basing of a unit in Port Elizabeth means smaller events will no longer have to be recorded by camera crews using hand-held cameras, for screening afterwards.

Mr Van der Merwe said if the Port Elizabeth unit was too busy to cover an event in East London, a unit would be sent from Johannesburg or Cape Town to ensure coverage.

— DDR
ARCHITECTURE
(Continued)

Mrs. Thornton White Prize
For the best work in first year.

Miss M F J Sandilands

S A Brick Association Prize
For the student who has made best use of bricks in his design work.

J G Kirkman

R Stubbs Award
For the best project in structure and design.

M R I Ness

BUILDING

National Development Fund for the Building Industry Book Prizes
For the best student in each year of study of the degree course.

First Year
J A L Chapman

Second Year
C S Jones

Third Year
B de Jong

Fourth Year
R W Kohne

George Strachan Prize
For the best final year student of the degree course.
EAST LONDON — TV producer David Hall-Green and a TV camera crew will arrive here on Saturday to film an episode in a new SABC TV series, Police File.

The programme will start on February 4, and was created to make the public more crime conscious and also to involve the public in solving crimes.

Mrs Ann Graham, the superintendent of English programmes on SABC TV visited East London yesterday in order to liaise with senior police officers here about the involvement of the Border Division in the programme.

A special pilot programme was shown to senior police officers at Divisional Headquarters yesterday. — DDR

D H Pye Lewis

For the best work in Fourth

John Prizoo

S A Reed

For the best second-year student.

General J B M Hertzog Prize

D H Pye Lewis

For Professorial Practice.

Stryvers' (in the subject

Architecture) or Quantity

For the best student of

David Hoddon Prize

Miss C Credal

In this third year.

For the best woman student.

Molly Gould Memorial Prize

P A Roppoport

First and second-year courses.

For a student who has

Helen Gardner Travel Prize

P F Dunkley

Sixth Year.

For the best student in —

ACCHITECTURE

FINE ART & ARCHITECTURE

ACCHITECTURE
Call for independent broadcast body in SA

Mr. McCarney, formerly a senior lecturer in business science at the Newcastle Polytechnic in England, and before that a public relations officer for Rolls-Royce, said the advantages of an independent television system were many. Mr. McCarney said in evidence that the SABC's "editorial comment" which follows some of the news services on radio and television should be discontinued.

"At all times, and especially in times of national crisis, there must be at least one medium which enjoys the trust and confidence of the public as a whole, and which is regarded as being thoroughly objective in its treatment of controversial issues."

Mr. Philip said the SABC's "Radio Today" as a programme, came closest to the sort of objectivity that he was advocating. — DDC

Man accelerates to safety

WINDHOEK — A meat transporter driver narrowly escaped death after driving into a terrorist ambush about 60 km south of Ondangwa in northern SWA. The driver, Mr. Festus Paulus, who was unjured, said terrorists had opened fire on the vehicle from both sides of the road. He escaped by accelerating. — SAPA

For the best student of

DAVID HUDSON PRIZE

MRS. TRIBBET

In this year

For the best woman student

MOLLY COAGHAM PRIZE

P. ROBERT

A REPORT

P.2 and P.3 major course

Satisfactory completion

for a student who has

HELEN GARDNER TARGET PRIZE

P.6 DUNCY

SIXTH YEAR

For the best student in:

ARCHITECTURE PRIZE

Cape Provincial Institute of

FINE ART & ARCHITECTURE
### Electronics course

To mark the successful completion of a six-month electronics training course, four TV technicians visited the South African Television Manufacturing Company's factory in East London recently.

The men, all from Soweto, were sponsored by SATV and were paid salaries during their training.

The four students who have taken up jobs with SATV in Johannesburg and Pretoria, pictured during a tour of the factory with SATV's marketing director, are (from the left): Francis Tsheledi, Hendry Mdnilu and Isaac Nhlapho, Zobulon Morare leans forward in front.
Advertising shock for TV's black channels

By GORDON KLING

ADVERTISERS are finding the advantages of extending their campaigns from white television to SATV's new black channels two and three comprise a very grey area clouded by vestiges of grand apartheid. And the indecision could deal a crippling financial blow to the new services, scheduled to begin next January, which will ultimately have to be faced by the taxpayer.

This was the sentiment of key product managers invited to a seminar on guidance in the creation of ads for the black TV service organized by one of the country's biggest advertising agencies in the City yesterday.

In an open acknowledgement of the problem days before rates are to be announced, the SABC admitted that only nine black ads had been produced to date and that at least 400 would be needed in about nine months.

But managers responsible for spending millions worth of advertising rands told the Cape Times they were reluctant to embark on black campaigns because of indications that blacks consider the new services to be part of the grand apartheid designs intended to preserve the differences at the expense of more important unifying factors.

Another reason was high costs involved in meeting SABC demands for purity of language in ads for each of the eight different black groups to be catered for, and because of possible adverse black consumer reaction to dubbing.

The reservations persisted in the face of research findings indicating good value for money with an expected rate of about R2.50 for every 1,000 potential black exposures to a comparable ad, as opposed to R5.54 for the Rand Daily Mail and R4 per thousand white, coloured and Asian viewers of the existing TV services.

"If political undertones of the new service proved correct, maintained some advertisers, consequences of supporting it could prove disastrous. Was it worth the risk?"

5 languages

Delegates were told by a black advertising agency executive, Mr. Eric Mabuza, that it would be wiser to invest the extra expense of producing advertising campaigns in five languages for the service if it was to be used and that this expense would be substantial since dubbing would pose problems because of different intonations and facial gestures associated with each language.

In any event blacks saw cowboys, for example, as speaking with an American twang, and while a John Wayne speaking Japanese was acceptable in Japan it would strain credibility here for him to draw in Zulu.

The organizers of the seminar estimated black TV would attract about R20-million in advertising revenue in its first year. Television manufacturers can expect a bonanza from the "service" projections are proved correct, with the number of sets now in black households expected to rocket from 85,000 to about 275,000 by the middle of next year.
How SABC management ‘crushed a department’

In 1979 the SABC sacked one of its television producers after he defied a management directive to cut a scene from a documentary he had produced on Baragwanath Hospital. This week the producer, KEVIN HARRIS, lifted the curtain on the behind-the-scenes drama at Auckland Park when he testified before the Steyn Commission of Inquiry into the Mass Media. Here are extracts from his submission.

Although management had initially approved the submitted treatment and script at this stage, they now insisted on changes, which were then removed, or additions were required to include more of the official point of view, and in some cases the programme was placed on the shelf indefinitely, awaiting a decision from management.

Managements interference at this stage resulted in the programmes conveying a message contrary to the objectives of the initial film treatment.

Instead of “presenting both sides of the story” as requested by Francis, transmitted was an official “white-wash” of the issue concerned.

This complicated the mission of the producer, and also the credibility of those people who had been persuaded to appear in the programme on the understanding that the programme objectives were those outlined in the initial programme treatment.

Programmes which suffered this type of “post production” treatment included:

- “A Sense of Destiny” – a documentary on the Afrikaner.
- “Under the Southern Cross” – a documentary on the coloured community.

Management’s interference also extended to the organisation, as seen by the Head of English Television, Mr Knox-Grant, that was电视.

This is a programme which was not produced to the objectives of the SABC, and that producers were too inexperienced and irresponsible to deal with the subjects in the required manner.

In early 1970, a producer in the English Documentary Department, Mr Pringle, had been given an opportunity to work on the black community area.

The producer, Francis Gerard, had been appointed to a position where his frustration and disappointment would be evident in the television programme.

Concerned by these indications, he approached all levels of management about the portrayal of the black community in the television programme.

Eventually, producer’s requests were rejected, and a form of management interference was evident in the documentary television programme.

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TV stall flat

For black has started

Countdown

39%
Staff at the Auckland Park headquarters of TV 2 and 3 are working feverishly on their test programmes under the watchful eye of Mr M J van Rooyen, senior instructor for the production team, and Mr J A Rossouw, head of the training section.

Technicians, producers, graphic artists and set designers at the studios seem to enjoy using the complex equipment.

The 50 producers who completed a six-month course in June are at present working in units on transmission programmes for next year.

“When they have completed filming they will do the mixing and editing themselves,” said Mr van Rooyen.

Two film groups from independent companies which completed courses at the end of last year are producing programmes, documentaries and religious dramas.

At present most programmes for TV 2 and 3 will be supplied by the independent companies. The SABC will show a selection of locally produced and dubbed programmes.

Among dubbed programmes are: “Unogwaja Nomlungu” (The Hare and the Jackal), “Amatili” (The Black Seamen), “Incubhweni” (The Star), “Umlabalaba” (A Game of Draughts), “Qhotota Mtwana” (The Tap Dance Kid) and “Mbulu na Mhathwa” (The Hare and His Group).

Of the 100 being trained, 22 will be producers who are at present learning how to man external broadcasting vehicles. Each vehicle will be manned by four cameramen and a sound man, engineer and technician.

About 400 people have been appointed for TV 2 and 3. This number is expected to rise to 1000 within a year. The trainees, mostly drawn from former announcers, are receiving full salaries.

“The trainees have been very adaptable considering it was the first time some had handled a camera or worked on the ‘visual machines’,” said Mr van Rooyen.

Although English and Afrikaans are used to communicate, the crew is preparing production in the five ethnic languages.

But for the launching, only Zulu and Soho programmes will be screened.

SABC will produce their programmes from the Commissioner Street building, which is being renovated. Builders are working day and night to meet the November 1 deadline set by SABC.

THE COSTS

The launching of TV 2 and 3 involves more than a R100-million, with R70-million representing capital expenditure and about R35-million representing establishment costs.

From the outset, the new service will beam to about four-million potential black viewers on the Reef, Pretoria, Vereeniging, Durban and Port Elizabeth. By the end of 1982 the transmissions will be extended to reach about seven-million people.
Black viewers expected to top million mark next year

By GRAHAM SPENCE

ADVERTISING officials have discounted fears by businessmen that the new TV2 channel will have no credibility among black viewers because of the SABC's image as a government propaganda machine.

Initial fears were that any product featured on the service would lose "prestige" due to the SABC's image.

However, an extensive survey released to the Sunday Times by an international advertising agency, J Walter Thompson, has revealed a surprisingly high black awareness and acceptance of SATV.

According to the survey, of the 27.5 million blacks living in the planned TV2 transmission areas, about 9.2 percent already had access to TV sets, and a further 74 percent claimed they were likely to buy or hire sets before January 1985.

The switch-on date for the new black channel is scheduled for January next year.

It will be split into two separate services, and broadcast in Xhosa, Zulu and north and south Sotho.

The services will alternate nightly, with TV1 English and Afrikaans programmes, with the Nguni service dividing time between Xhosa and Zulu, and the Sotho service's northern and southern dialects.

Commenting on reports that the black channel was doomed to failure as blacks would merely see the service as "clouded by visions of grand apartheid," Mr Jack Rebert, the SABC-Director of Advertising, said there were the same "prophets of doom" predictions when Radio Bantu was started years ago.

"Radio Bantu then turned out to be a glowing success. Surveys have shown that 20 percent of urban blacks listen to it — and there are no indications that black TV will be any different."

The J Walter Thompson survey has conservatively estimated that by the end of next year, at least 300,000 black households would have TV sets. With an average of five viewers a set, this means an audience of 1.5 million during peak periods.

Mr Dick Reed, media director of the company, said the market was still largely untapped as far as audio-visual advertising was concerned.

"What is most exciting is the potential for the commercial sector is that advertisers have been allocated eight percent of viewing time. Compared to six and a half percent of TV1. Most concerns are trying to get their brand names in early as a good appealing ad is likely to establish a large following and even brand loyalty among black viewers.

Mr Reed said the two main problems — or "challenges" — with TV2 at the moment as far as advertisers were concerned was the tedious dubbing systems needed for presentation into four different languages, and changing people's attitudes of perception.

"Initially we feel blacks are going to be very sceptical watching John Wayne in full cowboy regalia drawing away in Zulu. But just as English viewers are now used to hearing Green Wasel speaking impeccable Afrikaans, the same will happen to blacks."
TELEVISION

1982 - 1985

--- : Maxentary days per pregnancy
59.6 days : Percentage of wage paid
6 months : Waiting period
36 days : Qualifying period
Annual payment for 6 day week
All workers : Employer contribution
All workers : Worker contribution
6.5: Sick Fund
--- : Days
--- : Annual leave covered
--- : Employer contribution
--- : Worker contribution
--- : Coverage
5.5: Leave Fund
--- : Employer contribution
--- : Worker contribution
--- : Coverage
4: Pension Fund
--- : Employer contribution
--- : Worker contribution
--- : Coverage
2.2: Medical Aid Fund
--- : Employer contribution
--- : Worker contribution
--- : Coverage
--- : Panel Doctor
All : Yes
--- : Employer contribution
Yes
--- : Worker contribution
--- : Coverage of dependents
All : Yes
--- : Coverage of workers
--- : Medical Benefit Fund
--- : Retiring Industry Sick Benefit Fund
--- : Funds
--- : Municipal areas of Port Elizabeth and Uitenhage.
Conductors Union, Port Elizabeth and Uitenhage
Trade Union: The Operative Bakers' Confectioners' and
Bakers' Association.
Parties: Employer Organization: Port Elizabeth Master
Baking and Confectioners Industry, Port Elizabeth and Uitenhage
SATV's black services augur vital slickness

By ROBERT GREIG

THE inauguration of the SABC's new TV services for blacks last week in no doubt that the significance of this event exceeded the birth of Van Riebeeck, the Great Trek and even, it was implied, made New Year look puny.

Much of the evening's viewing was about the service itself. On one hand, this was self-congratulatory and, therefore, boring; on the other, it was informative.

What was never quite defined was what the congratulations were for. If they were for providing a new service, they were misplaced; if, after all, is the SABC's job.

If they were for actually establishing a second TV service, they were more justified. The country, in terms of skilled population, is small and the needs great; with the new service, the SABC has become a major employer of blacks and the major provider of information.

But, ultimately, what matters is whether the service is good or bad. The intentions seem to be good, insofar as one can pierce the warm glow of self-approval and the endless reminders that TV is a powerful medium.

The sense of its power threatens to paralyse. Professor Wynand Mouton, the Director-General, stressed, for example, that the service would offer "wholesome entertainment".

This kind of announcement brings warmth to the hearts of Noddy fans but inevitably depresses those of any classic you care to mention. Hamlet is by no means wholesome.

Making one of his few justifiable appearances on the box, Mr Pik Botha — he is, after all, Minister of Foreign Affairs — also mentioned the medium's power. (In passing, his appearance was reasonably relaxed, gracious and urbane.)

That TV is powerful is as true as the grass is usually green: the point which did not emerge, and needs to, is that the medium is powerful as a unifier of people.

My guess is that black TV may eventually do more for black nationalism than even Group Areas removals.

The opening night showed a nonchalance for such considerations as programme and time. The two items which appeared when they were meant to, were Sport and the superfl first Variety, and the drama which must have given nightmares to Noddy fans and Professor Mouton.

These were punchy. Given the choice between watching the weird and wonderful Tina Turner or Donna Summer on TV2 and Joan Brickhill on TV1, my choice would be essentially unpatriotic.

As for most of the remaining advertised programmes, well, they didn't show. It didn't matter much. Instead there was a voluminous trailer of forthcoming attractions, including The World at War, The Incredible Hulk (which promises to be stimulatingly unwholesome) and a good deal else.

The missionary zeal of the SABC's good side is technical. Carefully and thoroughly programmes explained what programmes were, how they were made and who did what and why.

To be shown that a set is of cardboard, to be given shots of reporters at work or editors editing is a sound move, not in the sense of "this is how white man's magic is magical", but in the sense that the informed viewer is an informed citizen.

In other ways, the service opened with technical flamboyance and attention to detail.

There were inevitable lapses. To show Chief Minister Gatsha Buthelezi with a microphone apparently growing from the centre of his face was imaginative but unkind; and the early news reader had the unfitness of a man who didn't want to be recognised, though the second reader, Amos January, has a pleasant humour.

And, of course, the family resemblance to TV1 is sometimes unbearably strong.

It emerges in the presentation of policemen and homestead politicians as community leaders and in crawling interviews with them, where the camera reverently remains on the speaker through long speeches, as though TV were radio for the deaf, and the engineer's scissors had been kept away.

But, all in all, TV2 promises to be pretty slick and vital. Good luck to it.

Full details of next week's programmes for TV1 and TV2 are in today's comic section. Programmes for all TV services are published every day.
**Black TV watchers prefer own channel**

By Ian Gray, TV Editor

Black viewers clearly prefer TV2/3 to TV1, but "Dallas" is their overall favourite programme.

A survey among black viewers in Soweto and Reef townships by the J Walter Thompson Company — the first since the start of TV2/3 shows that 72 percent of those with access to TV prefer programmes in the vernacular. Of the rest, 22 percent would like programmes in English, and one percent in Afrikaans.

Afrikaans is also a major "irritating" factor on TV1. Of those interviewed, 13 percent of those interviewed, 17 percent of ratings Afrikaans the most irritating thing about TV1. 77 percent of viewers reported that English is the most irritating factor — but almost 80 percent said they found nothing irritating about TV1.

Among Soweto viewers, sport garnered the most popular TV entertainment, but those in other Reef townships voted news coverage tops. Music and drama also rated high.

The survey showed that an average of nine people are usually in a room while TV is on; only 44 percent of Soweto viewers watch on Sundays (18 percent in the morning), 33 percent watch on six or seven days a week, 27 percent on three, four or five days, and 53 percent on one or two days.

The favourite programme on TV2/3 is the drama serial "Usenzekile," followed by sports coverage, general drama/plays, the serial "Le Tla Mpona," music, news, the game show "Umkhumbane," traditional music, and "Ungqanqo," a dubbed version of the animated series "The Hulk."

Following "Dallas", as the most popular programme on TV1 are "Pop Shop," "Easy Beat," "Ganja Man" (now off), news, sport, drama (generally), "Intshakane," "Investigate," dance shows, the feature film on Saturday night, and "Star Trek" (also off). Main complaints about TV2/3 are:

- Viewing hours too short.
- Whites speaking black languages (dubbed programmes)
- Actors need experience.
- News not up to standard.
- Don't want to see whites.
- Too much music.
- Not educational.

**SP condemned for preventing prayer meeting**

By Thembu Maboe

The new Transvaal region chairman of the Media Workers' Association of South Africa, Mr Thembu Buthelezi has condemned the Security Police disruption of yesterday's prayer meeting, rehearsing, the priest said.

When Mvusa members arrived later, the priest refused to allow them to use the church, because he "did not want to get into trouble with the police."
Independent TV service being planned

JOHANNESBURG — An independent television service competing with the SABC-TV may be launched by Bophuthatswana at the end of 1984.

Although still in the planning stages, it is likely that the service will reach into the Witwatersrand region drawing millions of rand from advertisers.

Bophuthatswana's Minister of Finance, Mr. L. Young, said in an interview this week that the target date for the service was December 1984.

A Television Advisory Committee had been studying the prospects of a television service for the last 18 months and had been advising the government of President Lucas Mangope on the possibilities.

"We have been examining the prospects and several problems will obviously have to be ironed out. At present the whole matter is still in the planning stages," Mr. Young said.

If the Bophuthatswana Government decides to join forces with private enterprise, one of the biggest contenders for television rights is Bophuthatswana Commercial Radio which already runs the popular radio stations Radio 702 and Radio Bophuthatswana.

Hotel magnate, Mr. Sol Kerner, said as his group was actively involved in the entertainment field, they would also investigate the possibility of expanding into television. — DDC.
Dalling accuses SATV of bias

By JOHN BATTERSBY
Political Correspondent

THE PFP's media spokesman, Mr Dave Dalling, last night lambasted SATV for its partisan coverage of the controversial land deals between Swaziland and South Africa on its Sunday TV news review programme.

The Foreign Minister, Mr Pik Botha, told viewers the decision to incorporate Kangwane and Ingwavuma into Swaziland was made in response to the wishes of the Swazi nation.

Dr Piet Koornhof, Minister of Co-operation and Development, and Mr Hennie van der Walt, chairman of the Commission for Co-operation and Development, said the move would benefit the whole Southern African region.

Mr Dalling said SABC had shown itself to be no more than an "arm of Government propaganda".

"What the SABC did not tell South Africa is that the vast majority of blacks involved in the land deal have not been consulted on the matter."

When asked why there were no opposition viewpoints, Mr Kobus Hamman, SABC's Director of News Services, said the format of the programme required that it dealt only with what the Government intended doing. He said there was no need to include Opposition spokesmen.
SABC also to be hit by the new media Bill

By CHRIS FREMOND
Political Reporter

THE SABC will have to submit all pre-recorded television programmes — including film for news broadcasts — to Government censors in terms of legislation which passed through Parliament last week.

The controversial Registration of Newspapers Amendment Bill withdraws the SABC’s exemption from the terms of the Publications Act.

This was confirmed last night by the Minister of Internal Affairs, Mr Chris Heunis.

He said as the Bill now stood all SABC film would have to go before a publications committee before it could be screened.

However, there was provision in the Publications Act for exemptions and this would be a matter for negotiation with the SABC, Mr Heunis said.

Mr Heunis said the SABC’s exemption had been withdrawn to “bring it into line” with the Publications Act.

The Opposition spokesman on the media, Dr Dave Dalling, said yesterday if the Bill became law it would “create chaos” in the media world.

The ridiculous situation could arise where a pre-recorded SABC interview with the Prime Minister may be subject to vetting by a publications committee before it could be broadcast.

Dr Dalling called on the State President not to sign the Bill into law. He said Mr Heunis should carefully consider the implications of the Bill and either amend it or withdraw it.

A spokesman for the SABC, Mr Retief Uys, said yesterday it was not clear how the new measures would affect the corporation.

“Provided the application of such measures does not impede the practical functioning of the corporation they need not have an undue effect on the SABC’s broadcasts as the corporation, through its code and relevant licensing conditions, already functions within the spirit of the legislation,” Mr Uys said.
Black TV is improving family life in townships, say PE’s social workers

BY SALLY KERNOHAN

BLACK TV is keeping the kids off the streets in Port Elizabeth’s townships.

The children are now far more content to stay at home in the evenings.

This fact emerged in a discussion Weekend Post held with social workers from the Port Elizabeth Child and Family Welfare Society this week.

"One change which is very noticeable is that more and more children, especially in the age groups from four to 10 years, are not roaming the streets in the evenings anymore," said one social worker.

"Most of the television programmes interest them and, even if their home has no set, they watch at a neighbour’s who does have one."

"It appears that most of the programmes on TV2 and TV3 interest the children while the adults tend to switch channels."

Elsewhere in the country, the advent of TV2 and TV3 has proved a marriage-maker — or at least a marriage-mender.

Less domestic strife is being reported in black families now that couples can sit and watch TV.

According to the report, which was based on an advertising agency survey, the introduction of TV2/3 had drawn many black families together and had offered men an escape from marital arguments.

Social workers in Port Elizabeth, however, were quick to point out that the survey was obviously done in the Reef townships — where Western influences were far more prevalent and where society was more affluent.

"Because most of our work is done with the very poor, who cannot afford TV sets, we have not noticed much change in the family structures," said one social worker.

Favourite programmes on the black channel were Le tla Mpona and uSenzekile while sport remained popular with all ages. For children the favoured programmes were uSipantsonto and uMphunguwahe.

Most people seemed to enjoy the Sunday morning choral music programme, which some felt was too short.

However viewers also enjoyed TV1’s news and sport programmes and programmes such as Dallas, WKRP in Cincinnati, Midnight, Portfolio and Eddie Capra. Strike a Match and The Money or the Box Show and Westerns like Gunsmoke were also highly enjoyed.

Some viewers did not like their children seeing people embracing or childbirth. Others regarded it as a good preparation for life.

The programmes, Umlabalaba and semi-traditional Zulu music known as Nqomabasuku, were criticised, as was the acting and newsreading on the black channel.

Many felt that TV2/3 reflected the rural black society at the expense of the urban black.

Another complaint was that the channel did not close with Nkosilizilele l’Afrika in the same way as TV1 does with Die Stem.
Union rage spills over beer advert

ONE of the most expensive TV ads shot in South Africa — for Castle beer — has stirred up a froth in the film industry because two top British film-makers obtained work permits without the knowledge of a local technicians’ union.

The advertisement — to be screened later this year — cost thousands of rand and portrays a reconstruction of the 1907 Rand Easter Show at which brewmaster Charles Glass won the Beer-of-the-Year award.

Now the South African Film and Television Technicians’ Association is demanding an inquiry into how Billy Williams (who won an Oscar for lighting the movie ‘On Golden Pond’) and Graham Baker (who directed ‘Ones Part II’) obtained work permits to shoot the ad in Johannesburg this month.

The film men’s credentials held no water when Skatta found out — three weeks too late — that they had been working in South Africa.

The secretary of Skatta, Mervyn Grace, said her organisation was not told that Williams and Baker would be working in South Africa.

Charles Glass won the Beer-of-the-Year award at the 1907 Rand Easter Show. But the reconstruction of the event, above, had a flat reception.

"Our agreement with the Department of Internal Affairs is that we should be consulted before work permits are issued to visiting film technicians," she said. "In this case we weren't even approached."

The film produced by advertising agency VZ was one of the most complex yet filmed in South Africa. It included a reconstruction of the first Rand Show in 1907.

Although the advertisement took only four days to film, the research, building and sewing of dozens of costumes took almost two months.

Teams of builders worked day and night for almost two months to recreate the quaint stalls and old-fashioned fun of the 1907 show for the commercial.

Mr Philip Goodstein, of VZ, said: "Because of this we needed someone on set who would light the beer to perfection — we had to be sure there would be no mistakes."

"Billy Williams is, quite simply, the best there is."

"And Graham Baker has masses of experience in filming beer commercials."

For that reason he was the best director we could have had," said Mr Goodstein.

The legend of brewmaster Charles Glass has been used by VZ throughout its advertising campaign for the beer.

"During our work we discovered that Charles Glass won the competition for the best beer at the first Rand Show in 1907.

"We then found out the building specifications for the show and rebuilt it from scratch for this particular advert," said Mr Goodstein.

Mervyn Grace said she intended starting an inquiry into the employment of the two men immediately.

"It is very difficult for us to monitor this situation," she said. "English technicians, who don't need visas, are entering South Africa willy-nilly on visitors' permits and are then settling down to work here."

"These two technicians did not do that, but the fact remains that the Department of Internal Affairs is so late in telling us of their arrival that we can do nothing about it."

"By the time we hear of their visit the technicians have already come and gone."
New TV channel will cover Reef

By GEOFFREY ALLEN

The South African Government is considering an allocation of an independent commercial television wavelength to a neighbouring Bophuthatswana.

The new station will then be able to beam programmes into large areas of the Transvaal, especially the Reef, in opposition to SABC TV.

An "inter-government committee" of the two countries has been meeting to discuss the wavelength application.

The issue is seen as a test of the neighbouring state's independence. If Pretoria blocks the application, the South African Government will expose itself to charges that it is still manipulating the affairs of the former homeland.

The existence of the joint government committee was confirmed this week by Mr Barend du Plessis, Deputy Minister of Information.

Group

"I am aware that there is a group of that sort," he said.

Neither he nor officials would disclose details.

An independent Bophuthatswana service would be received on TV sets in the Pretoria-Witwaterstrand-Vereeniging area and beyond.

Mr. Henry Howell, chairman of the Bophuthatswana Broadcasting Advisory Board, said:

"Our plans cannot advance until the inter-government committee has completed its negotiations.

"They have been meeting for some time.

"We have done a number of feasibility studies and while the service is primarily intended for Bophuthatswana it will indeed reach South Africa."

Plans for the independent homeland channel are well advanced.

• A year ago Bophuthatswana's wavelength requirements were sent to the SABC.

• At least once a month, the channel has been tested and a consortium of TV companies, the Argus newspaper group and the Gallo electronics company, is monitoring the negotiations and may tender to run the service.

• Sources at the International Telecommunications

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AFTER A TROUBLED WEEK.

Tokkie’s Dragons manager Tokkie Smith introduces play

Sports are quick to play

A TOP-LEVEL Portuguese soccer squad that includes the legendary Mozambique-born centre-forward Eusebio Ferreira yesterday thumbed its nose at the world and prepared to fly to South Africa.

At the same time a team of rugby players from Australia, America, Canada, Singapore, Tonga and Western Samoa slipped quietly into the country through Johannesburg’s Jan Smuts International Airport.

And in London, Keith Fletcher, England cricket captain, who turned down “pirate gold” just six months ago, emerged as the most sensational supporter of South Africa’s pending Kerry Packer-style cricket promotion.

Excitement

Besides all this, there was more good news — especially

KEITH FLETCHER

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AFTER A TROUBLED WEEK, PROSPECTS BRIGHT

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"We have had a number of feasibility studies and while the service is primarily intended for Botswana... it will indeed reach South Africa."

The plan for the independent homeland channel is well advanced.

A year ago Botswana-Tswana's wavelength requirements were sent to the SABC.

At least one consortium, said to include Mr. Kerry Packard, an Australian-based television company, the Argus newspaper group and the Gulf Electronics Company, is monitoring the negotiations and may tender to run the service.

Sources at the International Telecommunications Union in Geneva said the issue may be raised next month when the ITU meets to reconsider the "Who African Broadcasting Agreement" which allocated VHF and UHF wavelengths.

Under the existing arrangement the Botswana wavelength would have to be broadcast to South Africa which was granted certain frequencies under the 1946 agreement. It would not be necessary to obtain permission from the ITU first.

A senior post and telecommunications department.

Sports tours are queuing to play in SA

A TOP-LEVEL Portuguese soccer squad that includes the legendary Mozambique-born centre-forward Eusébio Ferreira yesterday thumbed his nose at the world and prepared to fly to South Africa.

At the same time a team of rugby players from Australia, America, Canada, Singapore, Tonga and Western Samoa slipped quietly into the country through Johannesburg's Jan Smuts International airport. And in London, Keith Fletcher, England cricket captain who turned down "pale gold" just six months ago, emerged as the most sensational supporter of South Africa's pending, Kerry Packer-style cricket promotion.

Excitement

Besides all this, there was more good news — especially for the country's 250,000 active squash players: the world's No 4, Pakistan's Hidayat Khan, is coming, while Egypt's four top seeds have said that, whatever their government says, they'll be coming to South Africa.

All these developments came at the end of a glossy week for South African sport — a week that saw the SAB soccer team retreat ignominiously from the playing fields of Soweto, and South Africa outrageously humbled by the International Cricket Conference (ICC).

Yesterday's developments seem to more than offset the

Scores and stats

KEITH FLETCHER
Backing SA

By DOUG GORDON, KEN SLADE and JOHN REASON in JOHANNESBURG, and IAN HOBBS in LONDON

The sources give very few details of the fixtures, which are likely to include matches against local teams and possibly internationals from other countries. The Portuguese players include Alexandre Almeida, Ango Pedro, Manuel Salvador, Chico Gordo, Eusébio, Victor Gomes, Quintao Pavao and Burco Mendes.

Significantly, the squad includes eight black players. The Portuguese team will play a top local club representative side.

Mr. Locke was negotiating yesterday with the Football Council of South Africa and the NPSL chiefs for approval to assemble the best available talent. Meanwhile, a team of rugby players, known as Tokkie's Dragons, slipped quietly into South Africa and after being sponsored by two anonymous businessmen.

LEADUP MATCHES

Tockie's Dragons manager Tockie Smith introduces players Luke, left, and Song...
Trainee shortage: indications now for a further rise.

The shortage of trainees is a matter of concern, and indications are that there will be a further rise in the number of vacancies. The major training organizations are now facing difficulties in filling their ranks with suitable candidates. This situation is compounded by the fact that many young people are opting for other career paths, which further exacerbates the shortage.

Training software: shortages have been reported in recent months.

The shortage of training software has been highlighted in recent months. With the increasing demand for up-to-date and effective training tools, many organizations are finding it challenging to meet the demand. This shortage is particularly evident in the field of technology training, where specialized software is essential for effective training.

Outside TV on its beam ends.

The end of Outside TV marks the conclusion of a significant broadcasting era. The channel, which provided unique content and a different perspective on news and entertainment, will now be a thing of the past. This is a reflection of the changing landscape of television and the growing emphasis on streaming and on-demand services.

Pretoria: rules go along with Mbatho's resignation.

In Pretoria, rules have been relaxed to accommodate Mbatho's resignation. The former Minister of Justice and Correctional Services has stepped down, and with his departure, there have been calls for a fresh approach to tackling the country's criminal justice system. The recent decision to relax some rules is seen as a step towards promoting transparency and accountability.
DURBAN — The SABC would not stand in the way of Transkei if it made an application for a television station as happened in Bophuthatswana.

Mr Eric van der Merwe, PRO for the SABC, said the corporation only played a small part in deciding on television applications, and only because the International Telecommunications Union based in Switzerland did not recognise Transkei and Bophuthatswana as independent countries.

"The union refuses to grant a frequency allocation on this account and so the applications must be made through the SABC."

He said that the corporation had not so far refused any application. Rather it welcomed the competition that other channels would bring.

"Transkei is free to apply if it so chooses," he said, pointing out that a channel situated there would only affect the southern part of Natal, and not the Reef area where SABC will be broadcasting: three channels.

Mr Theo Matlinga, managing director of Transkei Broadcasting Corporation, was not available for comment.

— DDC.
Local firm 'is totally independent'

TV company's crash will not affect SA

By GEOFFREY ALLEN
SOUTH Africa's TV and radio fans can relax - the R1 750-million collapse of Germany's massive AEG-Telefunken electronics company will not affect them.

That assurance came yesterday from the company's executive chairman, South African and from their Frankfurt headquarters.

They said:
• The SABC, which uses a R70-million AEG-PAL TV system is assured of future spares and replacement equipment.
• Telefunken TV and radio sets are made under licence in East London by a South African company and there is no danger of it being involved in the financial crash.

Under a licensing agreement the East London company, Tech Corporation, has sold 600 000 TV sets and two million radios under the famous Telefunken name in the past eight years.

Mr Wilfred Winkler, the technical director of Tech Corporation in East London, said: "We are totally independent of the AEG operation and have designed our own TV sets under an agreement which allows us to use the brand name in exchange for a royalty. The company is wholly owned by Federale Volksbeleggings.

AEG-Telefunken is unable to pay all its debts, despite massive government loans. It will ask a German court to allow it to make an offer of compromise under which it will wipe out R1 500-million in debt and restructure the company under a judicial manager.

It will shed several operating divisions - but retain the profitable high technology sections.

AEG-Telefunken's Johannesburg managing director, Mr Peter Houtz, admitted that the expansion schemes he announced on Sunday would be delayed indefinitely and that the company was looking for a South African financial partner in its domestic appliances division.

Throughout the day Mr Houtz held meetings with senior staff to brief them on the developing situation in Germany.

Senior executives said they believed the whole situation would be finalised at a meeting in Frankfurt scheduled for last night and a Johannesburg Press conference is planned for tomorrow.

Mr Houtz said all commitments to the SABC would be honoured.

He said he had been assured by telex from Germany that the new pared down international company would retain 100 000 employees worldwide - among 12 000 jobs mainly in Germany - and was expected to make a turnover in its first year of R4-billion.

"It's better to have a smaller company making a profit than no company at all," he said.

The South African company, of which 84.5% is owned by AEG-Telefunken International, last year had a turnover of R70-million and pre-tax profits of R1-million.

In Frankfurt the West German government said it was prepared to examine "be/nevolently" ways of giving more financial aid to AEG-Telefunken.

The company, Germany's second largest electrical concern, announced on Monday it had applied for settlement proceedings to pay its creditors in an effort to avert total bankruptcy.

NOTE CAREFULLY
1. Enter at the top of each page and in column (1) of the block on this cover the number of the question you are answering.
2. Blue or black ink must be used for written answers. The use of a ball point pen is acceptable. Red or green ink may be used only for underlining, emphasis or for diagrams, for which pencil may also be used.
3. Names must be printed on each separate sheet (e.g. graph paper) where sheets additional to examination book(s) are used.
4. Do not write in the left hand margin.

WARNING
1. No books, notes, pieces of paper or other material may be brought into the examination room unless candidates are so instructed.
2. Candidates are not to communicate with other candidates or with any person except the invigilator.
3. No part of an answer book is to be torn out.
4. All answer books must be handed to the commissioner or to an invigilator before leaving the examination.

Any dishonesty will render the candidate liable to disqualification and to possible exclusion from the University.
Johannesburg — South Africa's TV and radio fans can relax — the R1.75 billion collapse of Germany's massive AEG-Telefunken electronics company will not affect them.

The assurance came yesterday from the company's executives in South Africa and at the Frankfurt headquarters.

They said that the SABC, which used a R70 million AEG-PAL TV system, was assured of future spare parts and replacement equipment and stressed that there was no danger of the East London based company which manufactures Telefunken TV and radio sets under licence being involved in the financial crash.

Under a licensing agreement the East London company, Tech Corporation, has sold 80000 TV sets and two million radios under the Telefunken name in the past eight years.

Mr Wilfred Winkler, technical director of Tech Corporation in East London, said: "We are totally independent of the AEG operation and have designed our own TV sets under an agreement which allows us to use the brand in exchange for a fee."

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It will shed several operating divisions, retaining the profitable high-tec sections.

AEG-Telefunken's managing director here, Mr Peter Houtz, admitted that expansion schemes which he announced on Sunday would be delayed indefinitely and that the company was looking for a South African financial partner in its domestic appliance division.

Senior executives said they believed that the whole situation would be finalised at a meeting in Frankfurt scheduled for last night.

A press conference here is planned for tomorrow to clarify the situation.

Referring to the SABC P&L equipment Mr Houtz said: "There is no question that our commitments from the past (which include servicing agreements) will be honoured."

He said he had been assured by telex from Germany that the new pared-down international company would retain 100,000 employees world-wide — axing 12000 jobs mainly in Germany — and was expected to make a turnover in its first year of R4 billion.

"It's better to have a smaller company making a profit than no company at all," he said.

The South African company, of which 94.5 per cent is owned by AEG-Telefunken International, had a turnover of R70 million last year and made R1 million pre-tax profits — DDC.
Telefunken
‘lost’ millions
in Republic

JOHANNESBURG. — A legal slip has cost the German
inventor of South Africa’s PAL television system mil-
ions of rands because it forgot to patent the system in
the Republic.

As a result, the SABC does not pay a patent-licensing
fee to the inventor — AEG-Telefunken — on television
sets sold in South Africa.

This was confirmed last week by both AEG-
Telefunken and an SABC spokesman.

In the past eight years, 600 000 sets have been manu-
factured under the Telefunken name by an East Lon-
don company.

If there had been a local patent, the SABC would
have had to pay 0,06 percent of the retail price of each
set to AEG-Telefunken as royalties under the usual
patent agreement.

The managing director of the company’s South Afri-
can subsidiary, Mr Peter Hutz, confirmed the legal er-
er last week when he held a press conference to
explain why the giant European firm had come under
judicial management, owing R1 750-million.

Mainly banks owed money

The debts were owed mainly to a banking consor-
tium which has supported the massive shipbuilding,
nuclear reactor and electronic corporation.

Mr Hutz said failing to patent the system in South
Africa apparently had been an oversight by the com-
pany’s patent lawyers.

Mr Hutz said it was possible the German patent law-
yers had not foreseen that South Africa would ever ini-
tial television.

In Japan recently, a PAL licensing agreement re-
quired the Japanese Government to pay 0,06 percent
royalty to AEG-Telefunken on every set manufactured.

“We pay licensing fees only on receivers, not on any
of the studio equipment or any other equipment,” an
SABC technical spokesman said.

Disastrous’ nuclear adventure

Mr Hutz also said that a “disastrous” adventure into
nuclear power stations in Germany had cost the com-
pany millions of rands and had contributed to its
present situation.

There was also heavy political pressure to continually
increase safety factors.

Eventually the costs of the safety factors came to
twice or three times the projected building costs. They
even wanted us to make the stations nuclear-bomb
proof, until someone pointed out that if an atomic
bomb were dropped, it wasn’t going to make much dif-
ference if it hit a power station,” he said.

AEG-Telefunken last week announced that a Frank-
furt attorney, Dr Wilhelm Schaaf, had been appointed
judicial manager and would decide during the next
fortnight whether an offer of compromise to wipe out
debs of R1 000-million would save the company. Dr
Schaaf said the company could be rescued.
The South African Defence Force is expected to return the film confiscated from a foreign television crew in Southern Angola - after it has been censored.

The two-man European television crew is reported to have been waved through the South West African border into Southern Angola while filming in the area last week.

The two men, based in Johannesburg, had received permission to drive to the Oshakati border at their own risk.

When they asked officials at the border where the passport control office was, they were met with laughter and told it was safe to drive for 70km into Angola.

However, they were stopped at a South African roadblock in Angola and escorted to a Major B H Vermaak who said he had instructions from Brigadier "Witkop" Badenhorst to confiscate their film.

According to sources close to the men, the crew have made arrangements to see the film at the same time as the SADF and to witness any cuts that may be made to it. The film would then be returned to them.

A spokesman for the SADF yesterday refused to confirm the incident.
SABC hedges on Kaunda interview

By JOHN BATTERSBY
Political Correspondent.

A TELEVISION interview with the Zambian President, Dr Kenneth Kaunda, screened on Zambian television on Sunday night, was recorded two months ago as part of an SABC-TV commission.

However, it could not be established last night whether South African viewers will see the programme.

Sources indicated that an edited version of the interview was being vetted by the SABC hierarchy because it was too controversial for local viewing.

The South African journalist who conducted the interview, Al Venter, told the Rand Daily Mail he had been told by SABC-TV that the programme was scheduled to be shown next Tuesday.

However, an SABC spokesman, Mr Eric van der Merwe, said last night that Tuesday had been mentioned merely as a "possible date'.

He said no decision had yet been taken on whether to screen the interview.

"Al Venter is presently compiling a number of programmes about the African continent which would include programmes on Zambia," Mr Van der Merwe said.

"When we have received from him sufficient material to allow us to schedule a series, we will first evaluate and subsequently broadcast it."

Dr Kaunda said in the interview with Venter he would be prepared to again meet the South African Prime Minister, Mr P W Botha, though he ruled out the prospect of diplomatic ties between the two countries as long as apartheid continued.

Mr Botha has indicated he would not object to a second meeting "if the arrangements could be made at a suitable time".

According to sources, the SABC has been in possession of an unedited version of the interview for more than a month and a copy was sent to Dr Kaunda about three weeks ago.

It is understood an edited version of the interview, cutting it by 20 minutes, will be handed to the SABC soon by the production house responsible for making the film.

It is believed, however, that a comprehensive documentary on Zambia - excluding the Kaunda interview - will be shown to South African TV viewers on September 14.

As asked whether the Kaunda interview had been referred to any Government departments for consideration, Mr Van der Merwe said it was "normal procedure" to inform the Department of Foreign Affairs when programmes were made in other countries.
SABC officials attacked for 'involvement'

Mercury Reporter

SEVERAL top SABC officials should face disciplinary action because a standing rule in the organisation bans employees from participating in political activities, says the New Republic Party's leader in Natal, Mr Ron Miller.

The SABC's controller of personnel, Mr Dan Esterhuyse, disclosed yesterday that all 'officers' of the corporation were forbidden to involve themselves in politics.

Regulation No 17 of the statutory conditions of service clearly states that offenders are liable to face disciplinary steps which include being put on unpaid leave, having increments and bonuses withheld, or dismissal.

Mr Miller said there was no getting away from it that Brederbond activities entailed high-profile politics — and that a number of 'upper-echelon SABC types' belonged to the secret society.

He also charged that senior SABC staff appointments were frequently made through political considerations.

'There can be no double standards. What's good for rank and file employees should also apply at the top.'

Mr Miller commended the SABC for adopting an apolitical stance — but lashed out at it for 'not practising what it preaches'.

Mr Esterhuyse explained that it would be in order for staff members to take out political party membership but not stand on committees or for election.

They would be allowed to attend political meetings as observers but not to take part in proceedings.

The organisation was a public body which distanced itself from particular affiliations.
I was right to hit out at SABC

By JOHN MATISONN
Washington

DEPUTY Minister of Foreign Affairs Mr Barend du Plessis says his tour of White House and State Department media offices this week proved he was right to complain about the SABC.

"My statement in Bloemfontein was by no means a demand from the side of the Government that Ministers should get unlimited time on the air to make speeches and announcements," he said in an interview in Washington.

During his week in the United States Mr du Plessis found that every word of President Ronald Reagan was carried on television - "even live on one occasion on all three TV networks".

On subsequent news programmes the issue was digested.

"We have a lot to learn, and we can take a leaf out of the media in the U.S.," he said.

"Those private networks regard it as normal to present and interpret these announcements to the public in such a way that people can understand what they are about."

Implications

"It's not the intention that Ministers should stand there and talk for hours to explain the Implications. Communications specialists are much better equipped to do that."

"If an announcement is made that affects John Citizen's life it is correct to expect of a statutory body like the SABC that it gets its specialists involved to present and interpret its implications to the public, in such a way that people can understand what it's all about."

BAREND DU PLESSIS 'The people need to know'
28/9/81

'We've a lot to learn from U.S. media'

Barend du Plessis

Mr du Plessis made courtesy calls on Dr Chester Crocke, Assistant Secretary of State for African Affairs, and senior State Department officials, attended a State Department briefing, and looked over the White House media system.

"I don't know how we've been able to get along without these systems so long," he said.

"We have made substantial progress with installations at the Union Buildings, and it can only be of the greatest benefit to South Africa to establish effective channels of communication between the media and Government."

The daily briefings at the State Department, White House, Pentagon and elsewhere and the regular back and deep background briefings enabled the media to understand the material, he said.

Their procedures made people in government accessible to the media.

He called a Press conference in Washington after the incident was reported in the South African Press, and pointed out that he did not expect firms to fire union members.

But he wanted them to be aware of the problem, and to speak out so that alleged political activists "feel the cold winds".

Then at least the Government would know it had allies in those firms, he said.

Any dishonesty will render the candidate liable to disqualification and to possible exclusion from the University
‘No comment’ says SABC on probe

TV Editor

IT WAS a case of “hands off” at the SABC’s headquarters in Auckland Park yesterday when the Rand Daily Mail telexed a set of questions concerning the internal investigation taking place there at the moment.

The investigation, by independent auditors, was called for by the Minister of Foreign Affairs and Information, Mr Pieter Botha, when allegations of “favouredism” came to his attention.

At first the allegations concerned staff members having their scripts accepted while outsiders were getting rejection slips.

Then came the news this week that two staff members, Mr Michael Steenkamp, head of Afrikaans TVI, and Mr Fredrich Stark, head of Afrikaans magazine programmes, had formed a company — Karee Films — without first getting permission from the corporation.

They made a film for the SA Lumber Millers’ Association for which they were paid between R50 000 and R60 000.

The film was screened on SABC-TV1 last month.

On Wednesday the Mail telexed questions to the SABC. Among the questions were:

● How many private film and recording companies in South Africa does SABC-TV do business with?
● What positions did Mr Steenkamp and Mr Stark hold at the SABC when they made the film on wood-frame houses?
● Whose equipment did they use?
● Did any of them have any say in accepting or recommending the film (or any films) for screening on SABC-TV?
● Did they make this film in SABC time?
● Who at the SABC chooses programmes for screenings?
● What was the corporation’s policy before the present investigation concerning staff members submitting “freelance” programmes or scripts?
● How many films has Mr Steenkamp made for SABC-TV?
● How many SABC staff members have interests in private film companies or production houses?

The corporation’s reply reads: “The investigation by the external auditors is still in progress and we cannot preempt the process by answering the detail questions in your telex.”
No homeland TV
‘because of fear’

Johannesburg — The SABC refuses to allow Bophuthatswana to transmit its own proposed TV service to its people in South Africa because it feared it would lose most of its white viewers, says President Lucas Mangope.

A television service beamed from the homeland would create a competitive and second channel for white viewers and this would drastically cut the revenue SATV gets from advertising.

SATV English programmes are watched by 87% of Afrikaans-speaking viewers, but only 15% of English speakers watch Afrikaans programmes.

This lies behind the dispute between South Africa and Bophuthatswana over the TV service which the independent homeland wants to establish.

If Bophuthatswana were to transmit English programmes to South Africa, the SABC-TV Afrikaans service would probably lose even more viewers.

Since TV advertising fees are based on the number of potential viewers for any particular advertisement, any loss of viewers could seriously affect SABC’s TV1 advertising revenue, estimated to run at about R120 000 a night.

An advertising consultant said: “The possible effect of a competing channel transmitting English programmes would be calamitous for TV1 advertising revenue.”

South Africa holds the whip hand in the dispute, as Bophuthatswana is not recognised internationally and South Africa controls the broadcasting frequencies in this part of Southern Africa.

In the face of a wall of silence from the South African authorities, President Mangope alleged last week, during the country’s fifth independence celebrations, that South Africa wanted English and Afrikaans programmes broadcast at the same time by South African and Bophuthatswana stations.

He said Mr Barend du Plessis, Deputy Minister of Information, feared that if this were not done, the majority of viewers would switch to Bophuthatswana English TV programmes.

Mr Du Plessis refused to discuss the issue.

He said: “The South African Government regards the negotiations as confidential.”

SATV spokesmen were not available for comment.

The English and Afrikaans SABC ratings are compiled by advertising consultants, using figures published by the All Media Products Survey and the SABC.

English programmes attract many more viewers than Afrikaans programmes, with average ratings substantially higher for English programmes. It was also established that nearly all Indian viewers switched off their sets during the Afrikaans service.
EQUITY BAN

TV BEATS

Now the good news for telly movies in '83...
By JO TYLER and Tribune
London Bureau

"We buy films wherever we can get them. If we can buy them in England, we do."

"Even if the films we buy fall under the Equity ban, they placed the ban in the first place and it is up to them to administer it. As it was, the films we showed recently did not fall under the Equity ban. They were made for the cinema and Equity had no say in the matter."

"If you can certainly look forward to really good stuff this year."

Some of these include *Wuthering Heights*, starring Laurence Olivier and David Niven; *The Hunchback of Notre Dame*, starring Anthony Quinn; *The Demi-Paradise*, starring Lord Olivier again; and *Peter Pan*, starring Mary Martin.

Asked if Equity had the will to do something about the loophole, he said: "We are bound to try, yes, because our members voted for that when they voted for the refusal to extend television agreements to cover South African television."

"So we are bound by referendum to attempt to get the film agreement amended. But we can't do anything until we next negotiate the agreement."

He said it would be foolhardy of him to pretend that this would be an easy matter. Most films in Britain were made either with American money or were dependent on American distribution and American film producers had resisted for 60 or 70 years any attempt by their unions to interfere with what they did with the films made.

A spokesman for the British Film Institute said *Dr. Jekyll and Mr. Hyde* was made in 1979 for the Children's Film Foundation. It was commissioned, made for cinema, and an attempt by their unions to interfere with what they did with the films made.

"All I can say about these films is that they have all got British Board of Film Censors certificates on them which means they were passed for screening in the cinema."

*SABC* TV's Press liaison officer, Eric van der Merwe, said the *SABC* bought whatever was available and offered to them.
Mangope plans own TV service

By Frederick Clarry

Bophuthatswana is planning to launch a television service by January 1984. This was confirmed yesterday by the office of President Lucas Mangope in Mmabatho.

Mr. Henry Howell, chairman of the Bophuthatswana Advisory Broadcasting Board, is to plan the service, which will probably go out in three languages—Tswana, English, and Afrikaans. But there has been some dispute with the South African Government over the times of transmission of Afrikaans and English programmes.

As it is not recognized internationally as an independent state, Bophuthatswana depends on South Africa for a television frequency.
Companies wait to tender

Major firms eye Tswana TV service

By PATRICK LAURENCE

SEVERAL big South African companies have expressed interest in Bophuthatswana TV, due to be launched in January 1984, and are certain to respond positively when it asks for tenders for the programming and marketing of its service.

Inquiries made by the Rand Daily Mail yesterday showed that companies holding shares in the Bophuthatswana radio station, Channel 702, are certain to want a share in Bophuthatswana’s new TV station.

Mr. Henry Howell, chairman of the Bophuthatswana Advisory Broadcasting Board, has said: “We are battling to meet the target date (of January 1) set by President Lucas Mangope and we are preparing to invite people to tender for the programming and marketing of the service.”

Companies which hold shares in 702 are Kirsch Industries with 40%, Southern Sun with 20%, and the newspaper companies — South African Associated Newspapers, Argus, Nationale Pers, and Perskor — with 5% each.

Mr. Natie Kirsch, chairman of Kirsch Industries which, besides being the biggest shareholder in 702, also administers the radio station, said: “I would love to have the whole television station, but I can’t say much because I haven’t been approached yet.”

Mr. Feste Kirsch, managing director of Channel 702 and brother of Mr. Natie Kirsch, said “Sure we are interested in the TV station — we’re in the communication game.”

He added: “However, we have not yet seen any documents asking for tenders and it’s difficult to make any decisions on something we do not know about. I would like to see something before I make any further comment on our interest in the new station.”

A spokesman for Southern Sun said: “Mr. Sol Kerzner, speaking from New York, said Southern Sun was not prepared to make any comment on anything regarding the TV station to the Press.”

Southern Sun has a significant stake in the Bophuthatswana-based entertainment complexes at Sun City and Mmabatho and has had a close business relationship with Bophuthatswana since its independence in 1977.

Mr. Clive Kinsley, managing director of SAAN, said: “Of course we’re interested. But we haven’t heard or seen anything yet. The first time I learnt of any new developments was from a Press report this week.”

Mr. Hal Miller, managing director for Argus, said: “We have been approached (for tenders) but so far we have not seen any documents.” Asked whether Argus was interested in the new TV station, he said: “No comment.”

Top management officials at Nationale Pers and Perskor could not be contacted for comment.

The new TV service will be beamed into the densely populated PFV industrial complex in Bophuthatswana’s three languages — English, Afrikaans and Tswana.

President Mangope confirmed an earlier report in the Mail that an attempt was being made by South African officials to limit the number of English and Afrikaans programmes broadcast by Bophuthatswana TV.

But, he added, the attempt to impose a quota on the time devoted to English and Afrikaans was apparently being made in contravention of an agreement he had reached with the Prime Minister, Mr. P. W. Botha.

Moves to restrict the amount of English and Afrikaans on Bophuthatswana TV spring from fears it may attract viewers — and thus advertising revenue — away from SABC TV.

President Mangope told the Mail: “I may just add that this question of language doesn’t feature in my agreement with the South African Prime Minister. We are agreed that we have the right to reach our people.”
TV show left out chunks?

PROFESSOR Jerry Coovadia of the Natal Indian Congress claims that the SABC cut his sentences in mid-stream, and left large chunks out of what he had actually said when they interviewed him on the Government's constitutional proposals for their special Sunday night news focus.

Professor Coovadia says that he had been interviewed for 30 minutes but only short snatches had been broadcast on Sunday.

"Throughout the programme my answers were interrupted in mid-stream and very large chunks were left out. It was done in such a way that I cannot say that my views were distorted -- but I can say that in the end the true meaning of what I said did not come out," he said.

Throughout the programme the two people who spoke out against participating in the proposed three-chamber parliament, Professor Coovadia and Professor Jakes Gerwel of UWC, were given considerably less air time.

The panel were asked to speak on recent acts of violence with reference to the African National Congress. On this question, the entire comment of Professor Coovadia was axed from the programme. Almost the entire panel slammed the violence.

According to Professor Coovadia he told Cliff Saunders, who did the interview, that one could not look at the ANC in isolation. He said that one had to realise that the ANC waged its struggle non-violently until that avenue was closed to them.

STATEMENTS

Commenting on statements made by Mr David Curry, chairman, and the Rev Allan Hendrickse, leader of the Labour Party, Professor Coovadia said that the Labour Party did not have a mandate to decide to enter the three-chamber parliament.

He slammed the "scientific surveys" being carried out at the moment.

He said: "One cannot gauge the feelings of the community unless all the voices are heard on the topic facing the people."

The programme's presenter and compiler Cliff Saunders said there were no motives for leaving out most of Professor Coovadia's interview.

CLEAR

He said that all the interviews lasted for about 30 minutes and he made it clear to all the interviewees that not every thing would be broadcast. He said that he felt he was successful in gauging the feeling of the "coloured" and "Indian" people.
AN EXTRAORDINARY battle of the airwaves — which will determine the variety of television programmes received in millions of South African homes — has been raging between South Africa and BophuthaTswana.

At stake is whether more than four-million viewers in the Pretoria-Witwatersrand-Vereeniging area will be able to receive an alternative channel transmitting the best American and European shows.

A language struggle is at the core of the dispute over the multi-million rand BophuthaTswana TV project.

The BophuthaTswana Government insists on the right to broadcast television in English, Afrikaans and Tswana.

South Africa, apparently anxious to protect the SABC monopoly, has been insisting that only Tswana broadcasts should be allowed.

This would drastically limit the BophuthaTswana TV station's viewership and cripple its ability to attract major advertising revenue.

Indications are that the dispute between Pretoria and Mafikeng has been settled and viewers may be able to switch on to the new channel early next year.

An announcement is expected this week.

The battle was brought into question the extent to which homeland residents are able to exercise the independence South Africa insists they take.

Business

The plan is that BophuthaTswana will build the broadcasting centre and studio and put the TV franchise out to public tender.

It is understood large South African business interests are directly involved.

The battle for the airwaves has been raging since last year, but indications are that it is at last approaching resolution.

If so, BophuthaTswana's repeated public statements of a TV service by next year might be valid.

The bulk of the proposed advertising for the new station would come from South African concerns eager to pick up an independent commercial TV beam into the Witwatersrand.

Advertising time on the SABC is already oversubscribed and an alternative independent TV medium would have a large potential market.

'Absurd'

But this would depend heavily on the proposed station being able to transmit in English and Afrikaans.

A senior source in BophuthaTswana said this week: 'The South African demand for Tswana-only broadcasts is absurd, particularly when you consider that the constitution of BophuthaTswana recognises three official languages.'

These are English, Afrikaans and Tswana.

"Is South Africa really going to dictate to us as an independent state what languages we are allowed to use?" said the source.

For BophuthaTswana, the problem has been that South Africa is in a position to prevent the homeland from having a TV station at all. Because BophuthaTswana's independence is not internationally recognised, it cannot be allocated a TV wavelength in its own right by the international licensing agency in Geneva.

This means it will have to be allocated a wavelength by South Africa.

On Monday this week, South African and BophuthaTswana government representatives met once again to try to overcome the wrangle — and the indications afterwards were that good progress had been made.

It is believed South Africa has acceded to BophuthaTswana's demand for a trilingual TV service, although the terms of the agreement are not known.

It is regarded as likely that it would have come at some price to BophuthaTswana, and the conditions imposed...
prosperity

and Ecuador, with populations expanding at more than three percent a year, a two percent economic growth rate will produce steady declines in income and living standards.

If an economic growth rate of two percent a year becomes the new norm, then the 2.1-billion people living in countries with population growth rates of two percent or more - nearly half the world's people - faced stagnation or decline in income. Countries where the threat of falling incomes is greatest are those where populations are expanding at three percent or more a year. These 25 countries, almost all in Africa, the Middle East and Central America, have a combined population of 594-million. Within this group, countries with exportable surpluses of oil will be tempted to neglect population policy, and their populations will continue to multiply rapidly, sustained by the imported resources of oil exports.

"Many countries, reducing the birth rate rapidly enough to avoid a decline in living standards will require a Herculean effort - the constant attention of national leaders," the study said.

There have been some successes. Of the countries that have quickly reduced birth rates, China is both the largest and best-known.

New TV channel to beam to SA

From Page 1

are expected to be fairly tough. But, the Bophutha-Tswana source said: "It looks like we are getting somewhere."

"I think the problem has been resolved. Perhaps the South Africans have had a rethink about the full implications of the matter."

This was understood to be a reference to Bophutha-Tswana's leverage in the whole affair, which would be to set up a howl about how hollow its independence was if language rights were enshrined in its constitution could be interfered with by South Africa.

Progress

The Deputy Minister of Foreign Affairs and Informa-
tion, Mr Sarel du Plessis, who has been conducting the South African side of the negotiations, said in response to Sunday Times inquiries:

"I confirm there was a meeting on Monday and I believe progress was made."

"But, until that time as agreements have been final-
ed, there will be no further comment as it is customary in negotiations between two countries."

Official comment from the Bophutha-Tswana side can only be made by Mr Amos Kgomognwe, Minister of Works and chairman of the special Cabinet committee that has been dealing with the TV question.

All he would say this week was: "An announcement will be made on Wednesday. We are still waiting for some final answers from South Africa."

Infuriated

He refused to respond to any further questions.

Early this year, Bophutha-Tswana Cabinet Ministers began to announce publicly that its own TV service would be on line by January next year.

The service would be commercial and viewers in the Witwatersrand area would be able to tune in.

According to reliable informa-
tion, this infuriated the South African Government, because it was seen as a move to steamroll the behind-the-scenes negotiations which were virtually dead-
locked over the language dispute.

Another question is that the understanding has been exercised by the South African-Bophutha-

SAA scales down Harare link

By ANTHEA TASKER
SOUTH African Airways will be using smaller aircraft for the Johannesburg-Harare security flight from Australia starting on April 1.

The connecting service will not be completely removed as previously reported, after a statement by the Minister of Transport.

Mr Andries Steyn, public relations officer for SAA, said that the present service between Johannesburg and Harare would just be "sharpened".

He said: "Instead of the ausbus, SAA will be flying a Boeing 737 Harare. The 737 seats 117 people."

The decision had been made "for economical reasons".

The Australia/Harare flight was not as popular as the SAA direct flight, and the ausbus was not being filled.

From April 1 the flight will leave Johannesburg for Harare at 4 pm on Sundays.

The flight is still aimed to connect with the Qantas flight to Australia.

We expect that from May 1, when there will be only one SAA flight to Australia a week, that the number of Qantas passengers to Harare will pick up.

He confirmed that SAA had made an offer to Qantas to use the Boeing 747 SP, which seats 250 passengers, rather than the Boeing 747 SE seating 400, on its flights to Australia.

"But the offer was not acceptable to Qantas."

From May 1 to October SAA will operate only one flight to and from Australia each week.

In October Mr Bob Hawke's Government will decide whether to increase flights.

Farmers want action on imported spirits

Consumer to buy the local product.

Hence spirit drinkers are turning to price-competitive whisky which also enjoys a good market image.

The heart of this under-consumption problem lies in protected over-production: farmers are assured that whatever they produce will be bought at the minimum price or higher.

It is a foregone conclusion that this inquiry will be used to propose exactly such measures.

By whatever means the Government will increase the cost to the consumer of imported spirits.

This is the true significance of the Cabinet's response to the Competition Board inquiry into monopolistic practices in the liquor industry.

"A move to steamroll the under-consumption debate was always going to backfire, but the Cabinet's decision has undermined the efforts of the Competition Board," one observer said.

The Board is due to report on its findings in about three months.
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The decision had been made for "economical reasons".

The SAA/Harare flight was not as popular as the SAA direct flight, and the airbus was not being filled.

From April 1 the flight will leave Johannesburg for Harare at 6pm on Sundays.

The flight is still planned to connect with the Qantas flight to Australia.

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According to reliable information, this infuriated the South African Government, because it was seen as a move to steamroller the behind-the-scenes negotiations which were virtually deadlocked over the language dispute.

Another question that is understood to have exercised the South African-Bophutha-Tswana TV negotiations is censorship.

Robust

Bophutha-Tswana's censorship laws are more relaxed than South Africa's and the prospect of Witwatersrand viewers being able to tune-in to spicier fare than the strait-laced SABC offerings was cause for concern.

Apart from the South African political considerations - there is a powerful alliance of conservative political and church interests guarding against censorship relaxation - there was the question of commercial attraction.

Advertisers go for viewership and more robust viewing on an independent station might provide a powerful temptation for large numbers of Witwatersrand dwellers.
SA labour issues hit US screens

By Neil Lurssen,
The Star-Ledger

WASHINGTON —
Next week an estimated 10 million US viewers will see an hour-long television documentary on South Africa’s black labour unions — and it seems likely to add momentum to the growing disinvestment movement here.

The documentary, produced for ABC Network Television, presents a bleak picture of determined trade unionists — harassed by the police and often facing employer resistance, but aware of the potential power that blacks possess through providing 80 percent of South Africa’s labour.

It will be broadcast nationwide next Friday evening.

Already, however, the documentary has been given wide publicity, mostly through a claim by its producers that about 4,000 m of film was deliberately sabotaged, the film logged and some of the sound tape ruined.

The film had been flown from Port Elizabeth to Durban and from there to New York. Outside tests, claim ABC, found it was subjected to a case of deliberate and methodical sabotage.

A Press preview shown this week indicated that if the claim of sabotage was true, it was a futile effort.

A US television crew recently visited South Africa, and returned home with a hard-hitting documentary on SA labour unions, claiming the film had been sabotaged. Next week about 10 million viewers are expected to see the programme, which could mean a setback to investment in South Africa.

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A US television crew recently visited South Africa, and returned home with a hard-hitting documentary on SA labour unions, claiming the film had been sabo-
The Star Bureau

WASHINGTON — Next week an estimated 10 million US viewers will see an hour-long television documentary on South Africa’s black labour unions — and it seems likely to add momentum to the growing disinvestment movement here.

The documentary, produced for ABC’s Network Television, presents a bleak picture of the conditions of unionists — harassed by the police and often facing employer resistance, but unaware of the potential power that blacks possess through providing 80 percent of South Africa’s labour.

It will be broadcast nationwide next Friday evening.

Already, however, the documentary has been given wide publicity, mostly through a claim by its producers that about 10,000 m of film was deliberately sabotaged, the film fogged and some of the sound tape ruined.

CREDENCE.

The film had been flown from Port Elizabeth to Durban and from there to New York. Outside tests, claim ABC, found it was subjected to a case of deliberate sabotage.

A Press preview shown this week indicated that if the claim of sabotage was true, it was a futile effort because the damaged sequences actually add a touch of drama to the documentary, lending credibility to its portrayal of a ruthless white power structure willing to take repressive steps to retain control.

One of the damaged sequences depicts a meeting of the Motor Assemblers and Component Workers Union (Macwusa) in Port Elizabeth.

As the commentator’s voice describes the union’s strong black support and its openly political struggle, which has “met with harsh reprisals from South Africa’s Security Police”, the film takes on an orange tinge, with the background voice explaining it has been sabotaged.

Even had the film been made by the fiercest anti-apartheid activists, they would not have been able to devise a more effective moment.

The documentary claims that hundreds of unionists have been arrested and some tortured. It discusses at length the death of Dr Neil Aggett and shows scenes of his funeral.

“But police repression has not stopped the black union movement in South Africa,” it says. “In four years, membership has soared to over 300,000 workers.”

The commentator, Mr Marshall Frady, who was with ABC’s production team in South Africa, tells US viewers: “However distant South Africa seems, we have serious dignity.

“We have seen, in other places, the consequences of violent upheaval. In South Africa it could drag in all of Africa. But one way or another, deep change here is certain — it will come.”

IMPACT

One sequence which seems certain to make an impact here is an interview with white mine union leader Mr Arnie Paulus. Mr Paulus says: “If you work with blacks, not only underground but anywhere, you can see that the white is far above the black.”

Asked how he views the black worker in the South African economy, Mr Paulus says: “Well, as I said, we feel that in white South Africa we must make a differentiation; that they can only do the work we, as whites, want them to do. That’s how I see it.”

And asked how far white mineworkers would carry the battle against the black labour movement in the mines, Mr Paulus says: “No comment.”

At one point the commentator says: “The rise of the black trade union movement could ultimately transform the face of South Africa itself.”

US viewers received a bleak picture of South Africa’s determined black trade unionists — harassed by the police and often facing employer resistance, but aware of the potential power that they possess. American companies have invested there widely.

“But more, the rising struggle in South Africa is finally about our own oldest demo-
MOLL ON THE RUN

passport in his name, he said: "Do you think it worries me if they take the others away?" — a reference to the disclosure in court that he had three different Australian passports.

"They are nothing to me and I can go to Holland whenever I like on this passport."

My lawyers petitioned the Dutch court direct for this. They don't give them away easily but I got it because the Dutch accept my claim that I was being hounded all over the world without any legal basis."

During the trial Moll refused to answer questions about his international diamond deals and he confessed to defrauding the British and Australian Government, but he refused to give details of his massive tax avoidance schemes which partly involved the diamond deals and the illegal movement of currency. Brigadier Henrie du Plessis, the CID chief in northern Transvaal, said police were not looking for Moll. "It is a civil matter and no complaint has been lodged with us."

Quartermaine's lawyer, Mr Keith Maisels, said Moll had not technically committed a criminal offence. He said once judgment was delivered Moll was obliged to pay the R500 000 immediately. "But he has deliberately absented himself from us to evade payment. We can now automatically declare his estate insolvent."

"We are moving to hold an inquiry into the estate and will subpoena his accountants and ex-wife whom we believe is in possession of certain assets."

We know, too, that he

Apartheid TV is a switch off for blacks
...and ethnic services have lost millions

Tribune Reporter

TELEVISION apartheid in South Africa is turning out to be a costly exercise. And almost as many black people watch TV 1, which is meant for whites, coloureds and Indians, as they do their "own" separate services on TV 2 and TV 3.

The SABC's research shows 47.3 percent of all black viewers watch TV 1, instead of, or as well as, the two ethnic services.

While more than 82 percent of the 4.6 million who watch television every day in South Africa watch TV 1 transmissions, the two expensive black services, which are a drain on SABC finances, attract 970 000 viewers between them.

If market considerations, as opposed to ideological motives, determined what sort of service should be transmitted every day, it is clear that two television channels appealing to all South Africans would have greater viability.

This is precisely the marketing strategy which the new Bophuthatswana TV wants to adopt — if, of course, the South African Government allows it to have transmissions in English, Afrikaans and Tswana.

Now more rape victims seek help

Tribune Reporter

THERE was a 50 percent increase in the number of rape survivors seeking help from Rape Crisis centres throughout South Africa last year.

At some Rape Crisis centres, nearly 50 percent of cases dealt with were children under the age of 16 years.

This emerged from the annual national conference on Violence Against Women being held this weekend in Pietermaritzburg and attended by more than 40 delegates from eight centres throughout the country.

One thousand cases were dealt with by the various centres.

In Pietermaritzburg last year, 47 percent of victims were 15 years old or younger. About 20 percent were between 16 and 20 years old. The youngest victim was five years old and the eldest 73. Four of the victims were male.

According to Pietermaritzburg's annual report, 83 percent of cases where the race of the assailant was noted were within the same race group.

A statement issued by the conference said the number of rape cases dealt with last year represented "only the tip of the iceberg."
New TV service to have three languages

Own Correspondent

The South African Government has agreed to the proposed Bophuthatswana TV service broadcasting in three languages.

Mr Mmutle Amos Kgomongwe, chairman of the Bophuthatswana Government’s special committee on radio and TV, said the agreement was reached at a high-level meeting between South African and Bophuthatswana Government officials last week.

“Now our new television service will be beamed into the Pretoria-Witwatersrand-Vereeniging area in our three official languages: English, Afrikaans and Tswana,” said Mr Kgomongwe.

He said members of his government’s special committee on radio and TV would meet today to finalise details of the proposed TV service.

“We will release a statement later today.”

The planned Bophuthatswana TV service would broadcast from Garankuwa, about 30 km north of Pretoria.

The Bophuthatswana Government has set aside more than R30-million for the building of new television studios in the township.

Work on the new TV studios is expected to start mid-year.

The Bophuthatswana Government has set January 1 1984 as its operational target date.

The government will soon start with the training of staff for the proposed TV service.
TV 'has altered life in SA

Pretoria Bureau

The South African Broadcasting Corporation had begun investigating how to use television to meet the vast challenge in the field of informal adult education, the SABC's Director-General, Mr Steve de Villiers, said yesterday.

Speaking at the University of Pretoria's graduation ceremony, he detailed the development of television services in South Africa and said the medium had "unlimited educational possibilities".

"The De Lange Report again stressed the importance of providing education, especially in our black communities, and underlined the important role radio and television could play in this regard", Mr De Villiers declared.

In the last quarter of 1982, almost 6 000 000 adults in South Africa had watched the three TV channels of the SABC, he said.

The advent of television had greatly altered the South African lifestyle — "so much so that we can now refer to a South Africa before and a South Africa after television".

The growing video industry had opened the door for greater use of television in other areas, such as home entertainment, Mr De Villiers said. The seed of a new television culture had already been sown in South Africa.

Mr De Villiers added that the "information revolution" would place much pressure on local 'talent to produce material as good as that imported.'
Stopwatch probe exposes SABC-TV’s political bias

BLASTING forth from beneath headlines such as "The bias of the SABC," "Political colours for sport" and "Government has the aces," I have often written in recent weeks that the SABC television service is nothing more than a blatant propaganda arm of the National Party.

Opposition parties, too, have - in the run-in to the by-elections - been making more frequent condemnations of the SABC’s bias.

Even the Conservative Party, until most recently enthusiastic defendants and beneficiaries of this situation, are raising their voices in (ironic) protest.

Clearly, when you are on the wrong side of the political fence television becomes a powerful and threatening force to be reckoned with.

In order to measure political representation on the SABC-TV news, I monitored every 8pm and late-night news broadcast between Monday April 18 and Sunday May 1.

This entailed controlling a set of stopwatches and keeping a record of every second of time devoted to statements or actions of representatives of the various political parties.

At the same time, various other factors were recorded - the ratio of local and foreign news, the amount of footage or reportage used to back up the newscaster, the percentage of news time devoted to statements or actions of representatives of the various political parties.

26 NEWS BROADCASTS BETWEEN MON 18TH APRIL 1983 AND SUNDAY 1ST MAY 1983

<table>
<thead>
<tr>
<th>Party</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>HNP</td>
<td>2.8%</td>
</tr>
<tr>
<td>NRP</td>
<td>4.9%</td>
</tr>
<tr>
<td>CP</td>
<td>8.0%</td>
</tr>
<tr>
<td>NP</td>
<td>5.2%</td>
</tr>
<tr>
<td>PFP</td>
<td>4.1%</td>
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</tbody>
</table>

The statistics regarding this type of statement in the light of the above statistics to others.

Further statistics of importance have come to light in my study:

- It is noted that two items have been excluded from the analysis.
- These are a 56-second item on the 8pm Afrikaans news of Monday April 25, in which the Rev Allan Hendriks was seen in connection with the resignation of the Labour Party from the Black Alliance.
- A slide of P W Botha occupied the screen for 10 seconds during this item.
- The second is a 49-second item broadcast on the 8pm English news of Thursday April 28, in which Chief Gafta Buthelezi was seen and heard addressing the Durban conference of cost and management accounts.

Besides the latter not being considered a political item for the purposes of this study, these are the only two non-Parliamentary political figures being the subject of SABC-TV news.

- No National Party MPs were quoted or appeared on the news broadcasts.
- National Party MPs were quoted or appeared on the news broadcasts.
- The statistics also show that the late news is not merely a shortened re-hash of the earlier bulletin.

Whilst many of the items are repeated, the 12 late night bulletins monitored contained an average of five-and-a-half items which had not been part of the 8.00pm newscast.

The figures range from a high of 11 new items out of a total of 14 on the late news of Friday 22 April, to a low of only two different items out of 12 on Saturday 30 April.

Of the 394 items of reported news in the two bulletins (excluding the Election Review), 272 were accompanied by footage or introduced by a
Of these, five appeared on the front page and 14 on the second page.

The three front-page articles were: 1. The President's Address to the Nation, 2. The Budget Speech, and 3. The Prime Minister's Speech. The second-page articles included: 4. The Education Minister's Speech, 5. The Finance Minister's Speech, and 6. The Foreign Minister's Speech.

The articles were written by journalists who had been selected for their expertise in political matters. The articles were well-researched and contained detailed analysis of the speeches given by the government officials.

The front page also included a large photo of the President and the Prime Minister, as well as a smaller photo of the Finance Minister.

The newspaper was distributed throughout the country and was available in both print and digital formats.

The articles were well-received by the readers, who praised the journalist for their in-depth analysis and coverage of the events.

In conclusion, the newspaper played a crucial role in informing the public about the important events that took place in the country. The articles were well-written and provided valuable insights into the speeches given by the government officials.

The newspaper was an important source of information for the public and was widely read by people of all ages and backgrounds.
Statistics show Nat bias on TV

By PAT SIDLEY

THE Progressive Federal Party's media spokesman, Mr Dave Dalling, yesterday called on the SABC's Board of Governors to resign or disprove the political bias which has emerged from a study done by a member of the University of the Witwatersrand's academic staff.

The survey shows that in the weeks leading up to the May 10 by-elections, SABC-TV has given the National Party almost 80% of its political-air time in a series of 26 news bulletins.

The official Opposition has received only 5%. 

And in Election Review, a by-election round-up, which follows the late night news, the PFP was not mentioned at all during the fortnight studied. The National Party was allotted 95% of the time.

The statistics were compiled by Greg Garden, the newspaper's television columnist and tutor in television and film at the School of Dramatic Art at Wits.

Other points emerge from Garden's survey:
- Of the 30 Cabinet Ministers only two - Dr Piet Koornhof and Mr Kobie Coetzee - did not appear during the period under review.
- In total, Cabinet Ministers and Deputy Ministers were quoted, or appeared on the TV news, 84 times.
- On one bulletin, no fewer than 10 Cabinet Ministers were referred to.
- In the 14 days covered by the survey, the Prime Minister appeared, or was quoted, 47 times.

Approached for comment last night, Mr Dalling said: "I challenge the chairman of the Board of Governors, and members of his Board, to prove beyond doubt that the figures revealed by the survey are substantially incorrect, or resign.

Mr Dalling said that in the past three weeks the SABC had swung into full gear in support of the National Party campaign in the May 10 by-elections. Every possible play had been used in this goal.

"Virtually every statement made by a Minister, no matter how unimportant or inane, has been given lengthy prominence on radio and TV. Opposition leaders and candidates, when not ignored, have been subjected to disadvantageous camera angles and to all the tricks of the TV trade."

Mr Dalling added that it was a disgrace, or was it a disgraceful situation? or make way for people who were prepared to manage an organisation which was objective and served the whole community rather than just the National Party and the dictates of Mr W Botha.

An SABC TV spokesman said items for inclusion in both the News and Election Review were selected on newsworthiness.

He said it was obvious that members of the Government were more prolific newsmakers than opposition politicians. The SABC had asked the parties to work out their own formula, "but they will never agree."

He said that in the absence of any agreement, the SABC was not in a position to allocate time to each party.

- SABC-TV's political bias
THE ASSEMBLY — The SABC bias in favour of the National Party had increased in recent times, Mr Dave Dalling (PFP, Sandton) said last night.

"During the Foreign Affairs and Information Budget Vote, he said the "gross bias" in favour of the NP during the two weeks leading up to the by-elections was no surprise to him because his party had experienced it for years.

"It has grown worse as interference from the Minister and his deputy has escalated."

"The NP can thank God for Pk Botha and his TV toy.

"It is a toy the Minister controls through his board appointments, by his direct or indirect instructions and by his overwhelming position of power."

"And he is doing it for party political gain."

"Mr Dalling accused Mr Botha of trying to control and direct programmes by his board appointments.

"News broadcasts during the last few weeks and even 'Verslag' on Monday provide ample evidence," he said.

"Mr Dalling said that during that time the NP-commanded 87.3 percent of TV election review time, the HNP 12.1 percent, the NRP 17.7 percent, the CP 12.9 percent and the PFP 0 percent.

"It is a national disgrace," he said.

In news broadcasts on political matters during the same period the NP had had 79.1 percent of the time, whereas the PFP had had 5.2 percent.

Much of what was used from the Opposition was often carefully selected to eliminate critical comment and favoured statements which supported various Government standpoints.

The answer to the problem lay in the first instance in the board's appointments.

"Not only should the board be representative of all communities, but it should reflect the full spectrum of political opinion."

"While the Minister continues to appoint only political soulmates, the rest of South Africa will call in vain for an objective and fair news service," Mr Dalling said.

The Deputy Minister of Foreign Affairs and Information, Mr Barend du Plessis, said it was his department's duty to publicise Cabinet policy statements and decisions.

The Opposition with its criticism of the SABC should remember the Cabinet was the Government of the country.

Mr du Plessis said it was the duty of his department to make such decisions public.

Mr du Plessis said his department was in the process of bringing about a new structure in media liaison.

Every State department would appoint a suitably qualified person to deal with media liaison. — Political Staff and Sapa"
Bop TV will switch on in January.
Promise of no bias on Bop TV

Political Reporter

ALTHOUGH Bophuthatswana's planned television service will be wholly State-owned, efforts are expected to be made to ensure it is not used to unfairly benefit the ruling political party, Mr. Kevin Kent, the public relations officer to President Lucas Mangope, said in Mmabatho yesterday.

Speaking on behalf of Mr. Amin Kgoningwe, the Minister of Works and chairman of the Bophuthatswana Cabinet committee for television and radio, Mr. Kent said this issue was likely to be raised by the "as yet to be appointed board" which will control the television service.

It was still planned to start broadcasts to parts of the Transvaal from Bophuthatswana on January 1 next year. Technical details of transmissions were still being finalised and it was not possible to say when test transmissions would begin, he said.

Mr. Kgoningwe's office has been inundated with applications for jobs on the new service.

More than 200 applications have been received for the approximately 70 technical, administrative and editorial staff positions required to run the service.

It was hoped that the director of the new service, who was still to be appointed, would be able to start work on June 1, Mr. Kent said.

The way was cleared earlier this year for Bophuthatswana television broadcasts into South Africa using SABC transmission facilities, after months of talks between the two governments.

The service will be transmitted in English, Afrikaans and Setswana.
Scrapped pop show 'victory for Mother Grundies'  

Political Staff  

CAPE TOWN — A weak-kneed South African Broadcasting Corporation had collapsed under pressure from the "Mother Grundies" and the lunatic right wing in dropping the Monday evening television pop music programme "Double Track," Mr. Dave Dalling, the PFPP's media spokesman, said yesterday.

The programme was dropped twice recently and has now been consigned to the scrap heap — apparently because it showed people of different races dancing together and featured black or mixed bands.

"The Mother Grundies have won. The racists have won and the weak-kneed SABC has collapsed under the pressure of the lunatic rightwing fringe," Mr. Dalling said.

This was typical of the corporation's attitude, "It leaves the viewers in the realms of Alice in Wonderland and it pretends a South Africa that can never exist."

""
Plains for Fourth TV channel

By FRIEDERICK AND DAVID O'NEILL

South Africa's 11-year-old Fourth Channel, which has struggled to gain a foothold in the crowded television landscape, is set to return to the airwaves with a fresh look and a new focus. The channel, which was launched in 2006, has faced a number of challenges, including competition from established networks and a lack of programming that resonates with the audience. However, with the recent introduction of a new management team and a commitment to producing high-quality content, Fourth Channel is looking to make a resurgence.

The new management team, led by veteran broadcast executive John Morgan, has made it a priority to ensure that Fourth Channel's programming is both relevant and engaging. "We're committed to providing our viewers with the kind of content they want to watch," said Morgan. "That means focusing on stories that matter, and that speak to the experiences of ordinary South Africans.

In addition to its programming, Fourth Channel has also made a commitment to community outreach. The channel plans to work closely with local organizations to bring attention to important issues and to support initiatives that are making a positive difference in people's lives.

"Our goal is to be a channel that is truly representative of South Africa," Morgan said. "We want to reflect the diversity of our country, and to provide a platform for voices that are often unheard.

With its renewed focus on quality programming and community engagement, Fourth Channel is poised to make a strong comeback. As Morgan put it, "We're excited about the future, and we're confident that Fourth Channel is going to be a force to be reckoned with."
THE SABC sells the names and addresses of TV licence holders to "junk mail" firms. But anyone can demand that his name is not included on the lists sent out to companies.

The SABC defends its lucrative "names game" as a business venture.

However, a legal expert condemned the practice as "unethical".

Mr Hein Jordaan, head of SABC public relations, said the corporation sold its list of paid-up licence holders at R2 per 1,000 names.

"In any business, if you can recoup some of your expenses, then why not? If we regard it as our duty to make use of all the assets we can, and sell these lists to offset the cost of sending out 2 million renewal notices a year.

That doesn't make us rich. Our major source of income is advertising and licence fees.

Thrown away

"But if we didn't do these things we would have to increase the licence fees."

Mr Jordaan said the SABC had every right to rent out licence holders' names and addresses as they were public information.

But a legal expert replied: "That does not affect the fact that when you apply for a TV licence you are not applying for anything else.

Playing the 'name game' a lucrative source of income

"It is an unethical position, because in order to have a TV set you are forced to give your name and address.

"In the case of the telephone directory, you are asking for your name to be advertised as a user.

"The expert suggested that the SABC asked licence holders whether they objected to their names being sold, when renewal notices were sent out.

"So far only 30 people have asked the SABC not to reveal their own names and addresses.

A snap survey of junk mail this week showed that:

- People blame their relatives and friends for revealing that they were a soft touch for charity appeals.

- Appeals from charities and welfare organisations disturb people most.

- Up to 90 percent of junk mail is thrown away, often unopened.

Cold canvass

- The best response is from women in their 40s, of average, education, with grown-up families, and who read popular magazines.

Welfare and charitable organisations are joining the rapidly growing mail promotion business at the rate of one a week.

It costs on average 30c to raise R1 with a 'cold canvass' letter, and 10c on follow-up letters to regular donors.

An added bonus is that the public are often glad for personal reasons to know the organisation exists.

Typical of the national charities who have come to depend on mail appeals is the South African National Council for the Blind.

National director, Mr William Rowland said the council had turned to the medium because its government subsidy was insufficient.

"As a blind person, I know that blind people particularly would prefer a system that was not diminishing to their dignity, and we wish there was an alternative.

"But I must point out that people who are unmoved by appeals tend to change the moment they meet someone, or have contact and experience with a person suffering that particular problem.

"World figures show that 10 percent of any population has a handicap, and over 15 percent have a relationship with a handicapped person.

"These people read these appeals very differently.

"Many donors write wonderful letters. They write because they have a problem, they are losing their sight, or they inquire about our services.

Blacks.

Address: P.O. Box 3400

asburg

Telephone: (01)

Elizabeth branches of the Union received permission of Manpower Utilisation to open their membership
Bophuthatswana confirmed today that it will not allow South African censorship of its television programmes — which are to be beamed to four million viewers in the heart of the Transvaal next year in head-on competition with SABC-TV services.

Mr Amos Kgomoengwe, the Minister of Works and chairman of the Cabinet committee for Bop-TV, was adamant that news and entertainment features would not be subject to vetting by the SA Publications Control Board.

"Television broadcasts will be bound to our own set of convictions about standards of morality and ethics, and our own political conscience," he said.

Negotiations have already begun to buy films and other television material from Britain and the United States. All such material will be broadcast in English.

Equal time will be allocated to programmes in Setswana and Afrikaans, but dubbing will be kept to a minimum.

Ratification of formal agreements with South Africa on technical details of the launch of Bop-TV is now imminent, and Bophuthatswana is confident the service will be on target with a January 1 switch-on.

At first the programmes will concentrate on evening showings, but from 1985 they will be broadcast from 8 am with education programmes on the screen till 5 pm.

The appointment of the first director of Bop-TV is likely to be announced in the next week or two.

Mr Kgomoengwe said applicants included well-known and top-rated television executives from the US, Britain, Australia and Israel.

"The entire recruitment drive for staff has been enormously successful, and it remains only to select a few more engineers," he said.

The contract for building the main TV studios at Mmabatho has been awarded and tenders have been received for construction of the transmitter at Qwa-Qwa, north-west of Pretoria, from where broadcasts will be relayed down through the Witwa-tjimiri.

"Everyone is extremely excited about the speed of progress, and we are quite confident all will be ready by January 1," he said.

He dismissed rumours in Johannesburg advertising circles that Bop-TV would be unable to meet the target date because of snags in final negotiations.

Mr Barend du Plessis, the South African Deputy Minister of Foreign Affairs and Information, who is heading the South African negotiating team, declined to comment on progress.
By Ian Gray, TV Editor

Major television programme changes are expected before the new independent channel, Bop TV, starts broadcasting to the PWV triangle next January.

It appears a fourth channel is on the cards although it is yet to be decided what form it would take. The issue has clearly been discussed at Cabinet and SABC executive level.

These are the indications within the SABC as it faces its first rival since the inception of television in 1978.

I understand serious consideration is being given content and scheduling, with emphasis on scheduling.

This is because, despite criticism, the SABC is striving to improve quality within the confines of the breakdown of transmission time between pure entertainment and informative programmes.

It is in scheduling that the SABC will have to undertake a complete rethink.

Before TV has yet to announce a programme format, but SABC is aware the new station will not necessarily divide time between informative and minority interest programmes along with light entertainment.

There is no reason why the new station could not open at 5pm with features such as "Dallas", "Dynasty" and other popular soaps, hooking viewers immediately with the hope of holding them all evening.

Earlier opening

To counter this threat the SABC is certain to advance its opening time to 4.30 pm to clear the decks of children's programmes and open the way for features with greater pulling power and, at the same time, attract a major share of the "switch-on" audience. Minority interest programmes will be moved to later in the schedule.

Because South Africans are basically early risers, an extension to viewing time would come in the afternoon and not late at night. Already programmes run until well after 11pm on most week nights and until midnight on Saturdays.

Unofficially, the SABC expects a major slice of its audience to tune in to Bop TV initially, "just to see what it's like", but senior executives are confident of holding most of the present audience. There is no apparent fear the SABC will lose advertising revenue on the basis that the advertising agencies will make more money available.

Since the introduction of the commercial service in 1978 there has always been a bigger demand for advertising airtime on television than the corporation could accommodate and the SABC does not appear to think the situation will change.

In some quarters the challenge

To Page 2
remark by regrettable

Churches for fo... to get this over with,” he said. “It seems it is... He regarded it as an... whole matter was ‘so tragic I do not even wish to comment’.

The president of the Northern Transvaal Methodist Circuit, Reverend Friemond Louw, he not allowed to speak to the... on such matters.

order post blues

“Sophie’s Choice”... as treatment as So... he. It was thumbed the three SPs. Juries and much mutatation later... be announced,’estations of “but it’s over Johannesburg... eal on deaf ears, that thousands had already seen the movie.

But he was adamant, OK, so he knew it was on sale in Johannesburg, but his little book still said it was banned.

Which is why I had to fork out R7 for another copy back in Johannesburg.

I only wish the SP were a little more up-to-date on the latest in banned and unbaned books. The ban was in fact lifted just before the movie came to South Africa.

Syria expels Arab... Nation — Palestine Liberation Organisation chairman Mr. Yasser Arafat arrived here last night from Syria where hours earlier the government had asked him to leave.

A visibly disheartened Mr. Arafat said: “My expulsion from Damascus was part of a Syrian-Libyan plot against the Palestinian... revolution.”

He said the methods Syria had used reminded him of those used by Lebanese authorities when he was told to leave Beirut. PLO guerrillas in the Syrian-controlled Bekaa Valley in Lebanon were encircled by Syrian forces. “Are the Palestinians going to be victims of a new carnage after Beirut?” he asked.

The Syrians said Mr Arafat had been “informed of Syria’s desire for him not to continue coming here”.

This followed his allegations that Syria provided military backing to militants in his Fatah commando movement.

Earlier in Damascus, Arab diplomat tried to stop the expulsion.

servces Family Announcements

PRESBYTERIAN

Family Announcements for Births, Deaths, Engagements, Marriages and Funeral Notices must be typed or printed. Telephone... not available.

BIRTHS

CARWE-BROWN: Jeffrey to Mark and Bernita, a baby son on 15th March 1984.

CARSON: Paul and Elizabeth, a baby son on 11th March 1984.

CARWE-BROWN: Jeffrey to Mark and Bernita, a baby son on 15th March 1984. 


Black TV a success as viewership soars

SOUTH Africa’s 18-month-old TV service for blacks seems to be a success.

Despite scepticism a year ago that the channel would be an amateur instrument of Government policy, recent research suggests the country’s 3 000 000 urban blacks have given it their full support.

TV started in South Africa only seven years ago when the State-controlled SABC launched a “white” channel (TV 1) in English and Afrikaans.

On December 31, 1981 the “black” TV 2/3 opened, with a three-hour broadcast shared between the country’s two major language groupings — Nguni and Sotho.

Now two three-hour transmissions run parallel. Programmes and commercials must be produced in these languages or dubbed.

Recent “yesterday” audience figures claim 985,000 viewers for TV 2/3 — 26% of the urban black population — compared with 600,000 at the beginning of 1982.

There are nearly 20-million blacks in South Africa, along with 4 600,000 whites, 900,000 Asians and some 300,000 coloured people.

This increase in viewership occurred despite inadequate electricity in most of the black urban areas and the relatively high cost of TV sets.

Beatrice Kubheka, research manager for Bates Wells (Pty) Ltd, quotes the agency’s findings that this success results from limited black entertainment and a loyalty many blacks have developed for “our service”.

In 1982 gross spending on TV commercials increased 37% to R124-million of which R19.2-million was for TV 2/3.

Total advertising spending in the country rose 27.3% to R668-million in the same period.

TV 2/3 did not harm the other black media, largely because SABC allows only 6% of viewing time to be commercial. So there was a huge subscription for time on the new channel.

SABC advertising was unable to disclose actual over-subscription but said there had been excess demand since the service began.

However, J Walter Thompson media director Dick Reed reckoned the service could easily be 100% over-subscribed.

“The success of TV 2/3 is a reflection of the scarcity of media to reach black consumers and of the effectiveness of the medium. The R3.14/thousand viewers’ cost is probably nearer R2.44 when you consider rural viewers and population growth.

“This compares with nearly R3 for newspapers whose circulations are falling and TV’s R3.97/thousand,” said Reed.

Hence the likes of SA Breweries, South Africa’s only brewer, cannot afford to miss TV. Media co-ordinator Owen Davies said:

“Blacks represent 60% to 70% of our market. TV works for us and, if anything, we could do with more time.”

Nevertheless there are problems.

The SABC’s strict adherence to ethnicity means increased production costs and many regard the pre-pro-duction script submission to SABC as a vetting procedure.

Said Lintas joint creative director Horace Mpanza:

“Unless you submit your script to the SABC before production you are placing your money at risk.”

Even so, recent research data from JWT, D’Arcy MacManus & Masius and Bates Wells on high advertising recall suggest that even current economic conditions will not reduce advertiser support for the service.

And with the number of blacks owning TV sets increasing from 86,000 in 1980 to 450,000 in 1982 and forecast by manufacturer SA Philips to rise to 2.3 500,000 by 1987, viewership looks assured.”
Marais claims SATV biased

By NORMAN WEST

MR. Pieter Marais, national leader of the Peoples' Congress Party (PCP), this week slammed the amount of time he had been given on TV, compared to Labour Party leader the Rev Alan Hendrickse.

Mr Marais, Mr Hendrickse, Rector of the University of the Western Cape Prof. Richard van der Ross and President's Council member Dr Frank Quint appeared on the SATV 1 programme, Verslag, an actuality programme on the political future of the coloured people.

Mr Marais claims he was given about 20 seconds exposure compared to 20 minutes given to Mr Hendrickse, and vowed this week he would never agree to a similar interview again.

However, he said, if SATV were prepared to set up an equal-time debate between him and Mr Hendrickse, he would accept.

Mr Marais said he was interviewed in his Noodl glandacht home near Bishop Lavis for an hour.

"We agreed on certain conditions, including that my views not be sub-edited to the extent that they were distorted or disjointed as had happened before."

Mr Marais said he obviously expected SATV to edit the tapes, but not to the extent they had done.
Bophuthatswana television will not have unrestricted transmission to the lucrative PWV area after all. The new service will be confined to areas where Bophuthatswana citizens are concentrated, says the SABC.

At the same time there will be no restrictions placed on the content of Bop TV programmes and sources at SABC expect the new service to be competitive.

The key to the restrictions under which Bop TV will operate is the technical agreement still to be signed by the two governments.

Under this agreement – due to be ratified soon, it is understood – South Africa will transmit the Bop TV signal to areas where “Bophuthatswana citizens are in large concentrations”, said an SABC spokesman.

These areas would include Soweto, other parts of the West Rand and areas north and west of Pretoria.

Technically, it is possible to beam a television signal to specific locations and to exclude all surrounding zones by using a directional aerial – the way SABC will transmit Bop TV in the PWV area.

There has been no suggestion that SABC will use this technical blocking mechanism to restrict the freedom of Bophuthatswana to transmit programmes of its choice.

Bophuthatswana is dependent on South Africa for air space because it is not recognised internationally.

Mr Amos Kgomoengwe, chairman of the Cabinet Committee for Bop TV, says the South African authorities have undertaken not to interfere in any way with the right of Bophuthatswana to televise what it sees fit to its viewers.

The new service is due to start on January 1 next year. It will be beamed from a transmitter being built at Ga-Rankuwa, north-west of Pretoria, and just inside the Bophuthatswana border.

The Star reported more than three months ago that South Africa was considering putting its own satellite in geostatic orbit 36,000 km above the earth to facilitate communications link-ups throughout the sub-continent.

A technical committee under the chairmanship of Mr Rudie Raath, Deputy Postmaster-General (telecommunications), is investigating this possibility. The satellite would cost R250 million and would link all South Africa’s communities in a way which would not be vulnerable to sabotage.
SABC beams bitter attack on Jonathan

Mail Correspondent

CAPE TOWN.—The slanging match between South Africa and Lesotho reached a new pitch yesterday when the SABC made a bitter personal attack on Chief Leabua Jonathan, Prime Minister of Lesotho.

Listeners to Current Affairs—a comment programme widely believed to articulate Government policy—were startled by some of the strong remarks in the broadcast.

The SABC said that after 13 years of grimly hanging on to power he had seized after an abortive election, the “proudly premier” was on the way to self-destruction.

Not only was he becoming a menace to Southern Africa and his own country, he had also alienated himself from his people and was probably motivated by vain glory.

Much of the programme was devoted to the signs of the country’s internal unrest which indicated “how wide and deep is the popular discontent with his rule”.

The director of the Institute of International Affairs, Professor John Barratt, described the broadcast as “highly irresponsible”, especially coming from a Government-aided organisation.

Also reacting, the Opposition media spokesman, Mr. David Dalling, said although the Progressive Federal Party “held no truck” with Chief Jonathan’s regime, it seemed strange that a broadcasting corporation should attack the head of a foreign state and in doing so enter into the field of foreign policy making.

Professor Barratt added: “Although one cannot assume that the SABC’s editorial is the official Government viewpoint, I would hope that the Foreign Minister, Mr. P.M. Botha, will dissociate himself from this type of personal attack.”

The problem though, he added, was that outsiders and Lesotho itself would assume that the South African Government was “talking” in the programme.

The on-going slanging match between the two countries—sparked off by the cross-border activities of the African National Congress—had become “undeniable”.

Lesotho, which was to all intents and purposes part of the South African economy, posed no threat to this country and Chief Jonathan was clearly unwise in some of his recent statements, he said.

His reason for inviting Communist Bloc countries to open embassies in Lesotho was difficult to understand because “the Big Boys” would not give him meaningful help.

Speculation that South Africa was preparing to switch allegiance to Chief Jonathan’s opponents—the Lesotho Liberation Army, whose activities, actual and claimed, are increasing—was intensified by the fact that South Africa had made no categorical statement on its alleged material support of the LLA, he added.

“Mr. Dalling added that no matter what South Africa thought of Chief Jonathan, it should not be the role of the SABC to worsen relations with Lesotho.”

Replying to the criticism, a public relations spokesman for the SABC, Mr. Eric van der Merwe, said the organisation was entitled to “its own editorial opinion”.

The news department responsible for Current Affairs believed the programme was “a fair evaluation of relations between the Government of Chief Jonathan and South Africa”, he said.
TELEVISION viewers in Ciskei might be able to select their programmes from television stations around the world if tests now being carried out in Bisho near King William's Town are successful.

A team from the United States has been in Bisho experimenting with satellite reception equipment, and Weekend Post has learned the team has "got what they were looking for".

The team says equipment for domestic use of the commercial system may be marketed in Ciskei by as early as the end of this year.

When a reporter visited Bisho, Mr Lawrence Barger, a technical expert from Barger Electronics in the United States, was conducting field tests in the grounds of a local hotel.

He said up to 50 different TV stations using satellite links could be picked up on the easy-to-use tuner.

He was being assisted in the tests by Mr Don Johnson, also an American citizen, who is agent for the Republic of Ciskei in the United States, and Mr Jerry Chaplin, who gets all technical installation services if the system is marketed commercially in Ciskei.

South African viewers, however, are unlikely to be given a similar facility at this stage.

The Director of Lines for the Department of Posts and Telecommunications, Mr P H van Tonder, said any similar commercial enterprise in South Africa would have to be investigated because legislators had not yet directed their attention to this unusual situation.

Mr Van Tonder said he "seriously doubted" the claim that a small satellite receiver could pick up 50 transmissions, and he ruled out the possibility of receiving American channels "because the satellites aren't high enough".

He said users had to pay for feeds from intraregional satellites, which were "not for private consumption".

Another spokesman for the department said it was illegal in South Africa for individuals or institutions other than the Government to receive satellite transmissions.

"It goes against the provisions of the Post Office Act, the Radio Act and the Broadcasting Act. But it appears as if the law does not preclude people from applying for exemption from these Acts."

He said the laws protecting monopoly, the SASC, retained over receiving satellite transmissions.

"Oh no, it's not for the RSA, just Ciskei," said Mr Barger, as he attended to adjustments on a 6.5-metre diameter dish antenna on the hotel's lawns connected to equipment in his room by about 40 metres of wires.

The more affluent clients like hotels, institutions and the like could purchase the system using the big antenna for about R4 000.

A scaled down but highly effective dish-type antenna for installation in private homes, with all ancillary equipment, would cost about R4 000, said Mr Barger.

Mr Johnson, who handles negotiations at official level in Washington for Ciskei, is highly enthusiastic about the future of the system.

"I will certainly be a first for Ciskei and for Southern Africa," he said.

The system, while much more expensive than the simple 66cm colour television in general use in South Africa, seems likely to be a good investment because of the variety of programmes it will offer.

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Cost comparison, improve markedly when it is considered that a video recorder, which many South Africans are now purchasing, can cost over R1 000 excluding the regular expense of hiring tapes. After the initial interview, it was learnt Mr Barger had returned to America. The Ciskei agent, Mr Johnson, later refused to discuss finer details of the development.

Repeated attempts to obtain an official statement on the issue from the Ciskei Government also failed.

Questions like "Is such an expensive commodity likely to attract many buyers in the Ciskei?" remain unanswered.
MY NIGHT OF HELL!

By Marion Whitehead

SUNDAY TRIBUNE, JULY 10, 1988

A NIGHT of sheer hell — that's the verdict of debonair Vivian Solomons, SABC-TV's first coloured continuity announcer, of his appearance on the Afrikaans service this week which resulted in a flood of complaints to Auckland Park.

And while the SABC is refusing to bat an eye lid over the complaints — maintaining that TV1 was never meant for whites only — Solomons is once again smiling.

"I also got a lot of very encouraging phone calls and that pulled me out of the dumbs," he said.

Vivian is the first to admit that during his appearance on Wednesday night he was not at his best, putting it down to a bad case of first night nerves.

"It was terrible," he said describing the panic that gripped him as he faced the cameras live for the first time.

"I was confident initially and felt very good. Then at 30 seconds I got this lumps in my throat and my heart started pounding.

"I don't know what struck me. The muscles in my cheeks contracted and I could hardly get a sound out of my throat."

A sense of failure haunted him in spite of the producer telling him it was a good performance for a first timer, and that many of the calls he received were positive.

Encouragement also came from Julie Ally, the former radio personality scheduled to become the first Indian continuity announcer on SABC-TV next week.

"Vivian's a lovely person and will only get better," she said.

Of her own forthcoming appearance, she said she was "nervous and excited".

A spokesman for the SABC, Eric van der Merwe, said the 40 or so complaints received were a drop in the ocean of the more than three million viewers.

Most of the complainants were Afrikaans speaking and did not like "non-whites" "infringing" on the "white" TV service.

Some claimed Mr Solomons could not speak Afrikaans properly.

Mr van der Merwe said colour cards on TV1 were not new and they had appeared on religious and discussion programmes as well as dramas for a long time.

"We expect a little bit of a backlash from the right wing, and it came. TV1 is not a whites only channel, it includes coloureds and Indians," he said.

Solomons said he had anticipated some criticism, but had got more than he expected.

He dismissed claims that he did not speak correct Afrikaans: "It's my home language," he said in English good enough to put him on the English service.

A seasoned actor, Solomons said none of his opening nights on stage had been as nerve wracking as his TV debut.

"On opening night if you fail you're only betraying a role, but on TV you're playing yourself. It's you out there."

"It's not the first time he has broken new ground — in 1980 he was the first coloured to sign a contract with Pact (Performing Arts Council of Transvaal) and did a musical and two dramas with them.

But acting was just a hobby and Solomons was quite happy to give it up for TV. His first love, however, remains teaching.

"Teaching is a calling, I love it," the 29-year-old physical education inspector said on the sports field of a primary school near Vereeniging where he had been watching pupils go through their paces.

What is the childrens' reaction to having an inspector who is also on his way to becoming a TV personality?

"Some stare at me as if I've got green hair or something, trying to work out where they've seen me before," laughed Vivian.
Mother’s Day

No big tennis Alcove Chapel

for rebel priest
MPs in line for R8 000 annual pay increase

By ARLENTE GETZ

MEMBERS of Parliament will receive a 23.7% salary increase - more than 10% above the inflation rate - an MP has told the Sunday Express.

Despite the threat of secrecy clauses over the extent of the increases, announced recently, the Sunday Express has been told that an MP's total pay bill will increase by R8,000 to about R18,000 a year.

This means MPs will receive more than R600 extra in their monthly pay and allowance packets when the increases come into effect, probably next year.

MPs get almost R20,000 a year, which includes their annual salary of R19,113 plus a reimburse allowance of R15,000.

Last year MPs were given an increase of 15% in salary and 30% in allowances. In terms of the pending increase, MPs' salaries will no longer be linked to the public service.

This development has been welcomed by both MPs and public servants.

But some economists said the increases could only be justified if they were substantially below the 15% inflation rate.

"For parliamentarians this represents a salary adjustment rather than a salary increase," an MP said this week.

"MPs have traditionally been on the pay scale below the director-general of a department in the public service, but the restructuring that has taken place over the years left MPs behind," he said.

MPs have also complained that their daily parliamentary allowance was taken into account as part of their salaries.

They felt that was unfair as public servants got a parliamentary allowance over and above their salaries.

Meanwhile, "Public Servants' Association president Dr Colin Cameron this week described the separation of parliamentary pay from that in the public sector as a "healthy development."

"In the light of the approach to occupational differentiation, we feel it is quite correct to divorce the remuneration of political office-bearers from those of civil servants," said Dr Cameron.

He added the PRA was still waiting to hear if they would receive across the board pay rises in October.

"We are still in limbo and don't quite know where we stand following last week's meeting with Internal Affairs Minister Mr F W de Klerk," said Dr Cameron.

"The Minister could not commit himself to an October increase for us, but he did promise to issue a statement soon."

The extent of the increases for the Prime Minister (who earns R38,976 with a R38,976 allowance), members of his Cabinet (now receiving R36,072 plus R10,992), and the Leader of the Opposition (earning R39,557 plus R16,761) are not yet known.

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SA gag for whites on new TV channel

is has to be a wait-and-see thing."

The head of another firm said, "It is a huge blow for everyone. It just takes the whole spirit out of the free enterprise system."

"One wonders how many Bophuthatswana citizens have television sets," he said.

One media director, Mr George Smith, was more hopeful. While some advertisers would pull out of BOP-TV, others would still use it to get into black areas.

"There is much more spending power in these areas," he said.

The SABC is taking no chances. It announced this week that its transmission time was to be extended 10 hours a week as from January 1 1984 - the day BO TV is due to start.

Mr Hein Jordaan, chief public relations, said SABC had for a long time planned to extend TV hours for educational purposes, flexibility in scheduling programmes and to provide time for programmes to be repeated.

The SABC refused to answer questions about the BOP-TV decision, claiming the issue did not concern them. They referred questions to the two governments.

Mr Henry Howell, chairman of the Bophuthatswana Broadcasting Board, said: "The only people who can speak to you are officials of the two governments concerned. I have no comment."

No comment from the South African Government could be obtained.
Television: the case for a 4th channel

MAIL INVESTIGATION by GREG GARDEN

The ‘independence’ of BopTV

Bophuthatswana Television will have as much ‘independence’ regarding the content of its television programming as the homeland state does in economic affairs.

Deputy Information Minister Barend du Plessis has stated that South Africa will preclude any content restrictions to BopTV. The only restrictions will lie in an as-yet unspecified technical agreement between the two governments.

In terms of this agreement, South Africa will transmit signals received from the transmitters and television studios to be built at Ga-Rankuwa in Bophuthatswana. These signals will be legally regarded as South African, because Bophuthatswana cannot claim to have broadcast these signals.

The Bophuthatswana government has set up a new television service, BopTV, which will use a 49.6% share of the frequency spectrum. This share is in addition to the 49.9% share held by the South African Broadcasting Corporation (SABC). BopTV will also use a separate channel to broadcast its programmes.

The BopTV station is expected to run from 1988 and is expected to broadcast a variety of programmes, including news, sports, and cultural events.

The government has already allocated funds to the development of BopTV, and the station is expected to start broadcasting in the near future.

The government has also stated that BopTV will be managed by a committee of experts, who will be responsible for ensuring that the station's programmes are of high quality.

The government has also stated that BopTV will be independent in terms of its programming, and that it will not be subject to any restrictions from the South African government.

The government has also stated that BopTV will be funded by a combination of government grants and commercial advertising.

The government has also stated that BopTV will be broadcast in both English and Setswana, and that it will be available in all parts of Bophuthatswana.

The government has also stated that BopTV will be broadcast in high definition, and that it will be available on cable and satellite networks.

The government has also stated that BopTV will be broadcast in a variety of languages, including Setswana, English, and Afrikaans.

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The government has also sta
TV4: should it be a channel to educate?

MAIL INVESTIGATION by GREG GARDEN

Perhaps the best argument for the introduction of a fourth television channel is the current crisis in education.

This involves three different ministries - Education and Training, National Education, and Manpower, and a fourth - Industries, Commerce and Tourism also has reasons for concern.

In each of these areas the situation has reached a point where new and bold measures are required. And increasing numbers of training personnel, from the supervisors to teachers and academics are forwarding broadcast television as one of these measures.

South Africa is now virtually the only developed country in the West not drawn out to the full potential of the medium.

This may be a kickback of the Calvinist paranoia which results from television being introduced to South Africa relatively late, but it may also be evidence of crisis management on the part of the Government.

In 1979 when the Meyer Commission into Matters Related to Television recommended that the Government give the go-ahead for the introduction of a television service to South Africa, it included the following perspective on the medium:

"Apart from its value as an educational medium in the broader sense, TV also has a special educational value in that it can be a means of transmitting knowledge and skills through a variety of programmes that can be tailored to meet the needs of different age groups and social strata.

We have to accept, however, that in the areas of greatest need - primary health care, agriculture, literacy and numeracy, television has a role to play.

The Commission added that "today there is not a single developed country that is not systematically exploiting the potential of the medium in this respect."

After discussing at some length the various arguments for and against the proposals, the Commission concluded that "it is clear to the Commission that it will be necessary for the education authorities in this country to make a much more careful study of how television can be used to help achieve the educational objectives in the area of education."

Over 10 years later, the De Lange Commission found it necessary to virtually repeat this opinion.

It would appear that whilst the country's education, training and manpower situation has improved and is more critical, the Government has continued to ignore the many studies which could have contributed to improvements in the formal and non-formal education sectors.

Regarding the use of television for extra-curricular education, the Meyer Report concluded: "The Commission recommends that the SABC should study the possibilities of offering television courses in degree programs, in collaboration and co-operation with universities, colleges or other institutions in fields where this would be the most suitable manner?

The time has never been more ripe for this to become reality, but the matter requires much further study than is currently being undertaken.

The tone of TV4 would be almost exclusively educational and informative. Educational programmes for young people starting in the early afternoon would give way for "course material ... training programmes in specific skills."

The channel would become "commercial" only in the early evening with the introduction of adverts, and in-depth news and current affairs programmes would be the main course on the menu together with magazines until later in the evening when special programmes and further training and course-based programmes would dominate.

General feelings are that sport would have a high profile on this channel because of its importance to "South Africa's Way of Life" and Christian National Education.

Such an arrangement would of course also prevent special events such as Wimbledon or the FA Cup Final from interfering with TV1 and TV2 programme schedules.

Besides the undisputed need for such a channel, the above format would contribute much to bring South Africa into the same frame of experience as other Western nations.

And so if we can for a moment set aside the scepticism bred of experience and accept the word of friendly sources who say that the idea of an educationally weighted fourth channel is under serious consideration, then the format of this channel can be considered.

If the regrouping of magazine, documentary, sports and religious programmes under the new "Activity" division has anything to do with this, we can expect to see most, if not all, of the programmes from these departments move across to the fourth channel.

This would leave TV1 as a primarily entertainment-oriented channel with higher viewership and advertising rates, and in a good position to compete if required of both Bophuthatswana TV, direct broadcasting by satellite, and home video rentals.

Drama, variety and youth programmes would dominate, with a smattering of sports, magazine and documentary programmes, and the usual news and religious broadcasts.

The repugnance of TV1, TV2 and TV3 make a fourth channel a non-starter unless it has overt and obvious independence.

In the Government can find the resolve to give a fourth channel this independence it might well奥斯卡 for maintaining the present set-up and retaining its monopoly and other lack of credibility.

But many millions will be looking to the educationists, private initiative and the newspaper groups to keep up the pressure.
Now just remember, Auntie's watching!
Viv gets OK to keep talking

By JOHN MICHELL

VIVIAN SOLOMONS, the first coloured continuity announcer to be appointed by SABC-TV, has been given the green light to continue his TV appearances by his employers, the Directorate of Coloured Education.

After his first stint as a freelance continuity announcer last Wednesday, Mr Solomon said he faced possible censure from his full-time employers because teachers are not allowed by law to receive an income from any other source.

But yesterday the directorate sent him a telegram confirming it had no objection to his continued appearance on television.

Mr Solomon said, prior to applying for "leave" to appear on SABC-TV, he had decided to donate whatever money he earned as a television announcer to charity.

"The breakthrough as a non-white continuity announcer on SABC-TV is much more important than any financial gain," he said.

Television announcers are reputed to receive not more than about R50 for an evening's work.

A jubilant Mr Solomon, who was subjected to dozens of abusive phone-calls after his first appearance on television, said he "felt great" that his full-time employers had allowed him to continue appearing on television.

"When I realized that the committee had made a decision in my favour it was as though a black cloud had been rolled away."

Despite the public objection, the SABC has said it had no plans to restrict Mr Solomon's appearances. His next scheduled stint on TV1 is Tuesday, July 19.
Bop-TV could flop before it really starts

By Ian Gray, TV Editor

The Bop-TV challenge to the SABC's established television network could fizzle out before it starts.

Transmission will be in three languages — Setswana, English and Afrikaans — at the discretion of the programme director.

This line-up is unlikely to attract many viewers away from the SABC, although it might prove something of a rival attraction for urban Tswanas and black viewers who prefer English to "own language" programmes.

Few whites will be able to pick up the transmissions, which will be beamed to a 70 km radius of transmitters at Leherutse, Mmabatho, Itseeng, Garankuwa, and one in southern Johannesburg which will be beamed only to Soweto.

No advertising rates have yet been published but these may become available in the next few months.

But advertising agencies have already expressed their disappointment that the transmission will not reach white viewers under the present agreement between Bophuthatswana and South Africa.

As a result, Bop-TV, now known officially as BBTV — Bophuthatswana Broadcasting TV — might find it difficult to make the television network a viable proposition.

Two senior appointments were made this week but apparently BBTV is still seeking staff to fill several other key posts and man the studios and equipment in order to get on to the air by January 1 next year.

Details of the planned schedule were disclosed for the first time yesterday. The weekday line-up is:

- 6-6.30 pm: Light entertainment aimed at children and families.
- 6.30-7.30 pm: Local light entertainment.
- 7.30-8.30 pm: "Top class" family programme, presumably an imported series.
- 8.30-8.40 pm: News.
- 8.40-10 pm: Feature programme, alternating occasionally with a current affairs programme.
The chairman of the Al-Jihaad Islamic Movement, Mr Hassan Khan, believes that the South African Broadcasting Corporation is waging a propaganda campaign against the Islamic faith.

Mr Khan was reacting to last Thursday's episode of The Heart Of The Matter on TV1, the second in a series set in British East Africa during the war years.

Mr Khan, who is also the chairman of the Scotsche Kloof Civic Association, said a conversation in the play between Captain Scobie, the leading character, and the Muslim trader, Yusuf, created a total distortion of Islam and its principles.

In the incident Scobie offers Yusuf a drink and is surprised when he accepts.

**claims Muslim leader**

Scobie asks if this is not against Yusuf's religion, but is told that "these are modern times" and that "at that time The Prophet did not know about these things".

Mr Khan said: "The coons and chics are also often portrayed on television as being part of Islam. This is not so."

"All anti-Christian statements are omitted from television programmes. I agree with this practice, so why can't the same be done for Islam?"

Mr Eric van der Merwe, public relations officer for SABC-TV, said he was sorry if anyone had been offended by the episode.

"It was not our intention to do so," he said.

**INDIVIDUAL**

"I don't think the actions portrayed were anti-Islamic either. After all, it is up to the individual to refuse such offers if they are against the principles of his religion, whatever it is."

Mr van der Merwe said the series is a joint production between a South African company and a German concern.
SABC ‘yes’ to party politics ‘if all agree’

Political Staff

CAPE TOWN — The SABC is prepared to consider party political broadcasts — including those relating to the referendum campaign — provided the various political parties could come to an agreement among themselves.

This was said today by a spokesman for the office of the Director-General of the SABC, Mr Steve de Villiers.

He was being interviewed after Professor Wynand Mouton, chairman of the board of the SABC, said today that he was writing to the chairman of the parliamentary caucus of the Progressive Federal Party, Mr Colin Eglin, who had asked for a TV debate between the Leader of the Opposition, Dr Van Zyl Slabbert, and the Minister of Constitutional Development, Mr Chris Heunis.

The spokesman for the director-general said the SABC was not unwilling to provide time for political broadcasts on television.

The corporation had said that the political parties must get together and decide among themselves on the time to be allocated or the formula to be used, otherwise the corporation would always be accused of being unfair.

He did not know whether the parties had ever tried to get together or whether they had been unable to come to some agreement, but the corporation had never heard from them.

Mr Dave Dalling, PFP spokesman on the media, said today the SABC’s argument was “fallacious”.

The National Party was already heavily favoured by the SABC:

It would not risk exposing its leadership to critical debate in front of the public. Therefore, when the SABC said the parties must agree, it knew the National Party would not.

If all the other parties agreed to debates it was the SABC’s duty to allow these.

Mr Dalling said that, in any event, there were many leading academics, political analysts and journalists who supported the National Party and issues could be debated with them.

It was not the SABC’s duty to accommodate political parties, but it was its duty to provide the public with information.
Why do the 'yes' men have it on SABC?

By DAVID DALLING, MP, PFP spokesman on the media

PPF speakers throughout the campaign have laid stress on several points, for example:
- The exclusion of black South Africans.
- The extension in the system and the entrenchment of further apartheid.
- The economic consequences.
- The dangers of one-party domination.
- The lack of accountability of the constitution enacted without consensus, and so on.

Nearly all the points made are largely ignored by the SABC in favour of one central point, which, if flogged to death, can only bore white viewers inordinately.

SIXTHLY: While virtually anyone in a position of responsibility who announced a personal "yes" vote was almost assured of being interviewed on television — or, at least, of being quoted — the converse is not true:

No white businessman, no coloured, Indian or black leader has been given a chance to state on the television a negative opinion on the Constitution during newscasts.

This adds up to an attempt to distort the factual reporting of the campaign in such a manner as to gravely prejudice those putting the case against the Constitution.

Examples of alleged SABC bias

NEWS FOCUS: Thursday, October 21.
(a) The time allocated to positive arguments was far in excess of the time allocated to negative arguments.
(b) An accusation by Mr. Watterson that a Ball of Rights could only operate in a non-homogeneous society was refuted, and the correctness of that Bill of Rights could operate to the advantage of citizens.

This argument was edited out of the programmes, leaving Mr. Watterson's statement unchallenged.

RADIO BROADCAST: Tuesday, October 4.
(a) Mr. H E J van Rensburg (MP, PFP) debated with Mr. L Wessels (MP, NAT). The SABC radio recorded the debate.
(b) Mr. Van Rensburg dealt with a wide range of matters including:
- Population and urbanisation figures.
- Improved levels of mass education.
- Economic contribution by increased numbers of skilled workers.
- Increased black contributions to the national product.

None of these arguments were mentioned by the SABC when the programme was broadcast.

PUBLIC MEETING: Sandton, D. J. Dalling, MP.
(1) Television coverage of this meeting promised by the SABC, who were well forewarned.
(2) On the day of the meeting, the SABC informed the PFP that a television camera was not available, but that a radio reporter would be sent.
(3) The meeting was held before an enthusiastic audience and was most successful.
(4) The SABC failed to arrive at the meeting and it was not reported at all.

TELEVISION NEWS: Thursday, October 6.
(1) The SABC reported a small gathering addressed by Harry Pittman, MP, and broadcast several shots of the audience and empty chairs.
(2) The same evening, a nearby meeting of about 199 people addressed by Mr. Smith and Chief Buthelezi was not televised.
(3) On the same night it selected for broadcast a large meeting attended by F W de Klerk, MP, and again used audience shots to create the impression of mass public support.

NEWS FOCUS: Thursday, October 27.
(1) Excerpts of a speech made by Marius Barnard, MP, were broadcast.
(2) Although the meeting was well attended, the camera focused on several seconds on the only few vacant chairs in the Hall.
(3) No close-up shots were used, and Mr. Barnard was not disadvantageously photographed.

For the first time anyone had ever been paid for editing the film, and the exclusions allowed to be broadcast were a 45-minute period, when Mr. Barnard accidently stumbled on the camera giving a bad impression.
DURING the past week, the SABC more than trebled the amount of time it devoted to coverage of the referendum campaign, compared with the previous week.

And, over the same period, it increased the amount of coverage it gave its proponent of a "yes" vote from just on 50% to nearly 70%.

This is already irrefutable evidence that the SABC has once again either been co-opted by the Government or has chosen to throw its weight behind the National Party.

Either way, such actions show the corporation's usual disregard for the provisions of its licence, which require it to act with impartiality, balance and objectivity.

The accompanying graph shows quite clearly that, during the week September 26 to October 2, the National Party received nearly four times as much coverage as any other party or group.

In addition, black, Indian and coloured views were all but ignored...that in a week when a News Focus programme posed the question whether blacks will have meaningful rights under the proposed new Constitution?

The SABC's attitude made the programme all but meaningless: SABC TV certainly doesn't give blacks the right to a hearing.

Two major considerations of the SABC's role in the campaign came to the fore this week.

The first arose out of the 35-minute-long edition of News Focus on Wednesday, September 28.

This programme presented edited segments of the debate involving all five white political parties held at Pretoria University the night before.

In essence, this was an historical moment in SABC broadcasting. My research has revealed no example of such a debate ever having been transmitted to the South African public before.

But instead of being a cause for celebration, the programme further foregrounded the SABC's manipulative techniques and its refusal to render a concerned public service.

Numerous examples of the deceitfulness were to be found in the programme. The most notable was probably the section where the representative of each party was allowed to pose one question to every other participant.

We were shown only one of each member's questions, and it is the SABC's choice of these questions which worries me.

Minister P. W. de Klerk was shown posing a leading question to the NRP's "yes man" leader Vause Raw about the PFP and CP opposing the proposed Constitution from a contradiictory standpoint.

The most irrelevant of the PFP's Dr van Zyl Slaabbert's questions was shown...that directed at Jaap Marais of the HNP.

Similarly, the CP-PFP contrast was further highlighted by showing Perdi Hartzenberg's question to Dr Slaabbert. The chosen question posed to the Nationalist Minister was from the only party which has not played a Parliamentory role in the debate...the HNP.

Editing techniques are the most powerful tools for the manipulation of viewers. What is left out is often much more crucial than what is included...the statistics presented probably tell less than half the story.

The ordering and stress given to material is also important...every edition of News Focus/Nuus Focus during the week both started and ended with the Nat viewpoint. This is a clear structural bias in favour of one attitude.

The second consideration arising from this programme is the SABC's refusal to organise a studio debate between the various parties.

The corporation's official attitude is that the parties themselves must arrange the details of such a debate and must all agree to participate.

As a live debate would not as easily be open to the use of the above manipulative techniques, it is not surprising that the National Party keeps refusing to consider such a debate.

If the SABC led the way, the Nats would not be in a position to refuse. In transmitting sections of the Pretoria debate, but refusing to initiate one itself, the SABC is again allowing the Nats to call the tune.

The News Focus programmes presenting the views of the five white parties have been a pretence of balance and objectivity...

The percentage ratio in the edition referred to above had a 57:17:15:12 proportion for the NP, NRP, PFP, HNP and CP respectively...

The Thursday edition in English gave the NP and the PFP almost equal air-time. In such cases, only the structural bias gives the game away: unobservant viewers are likely to be duped into believing the programme is impartial.
Historic TV debate — but is it too little, too late?

EYE ON THE REFERENDUM

By GREG GARDEN

In an historic week, which saw the SABC broadcast its first studio-based political debate between representatives of parliametary parties — and a second the following night — it is perhaps with a sense of bitter irony that the broadcasting chiefs might learn the meaning of the expression "too little, too late".

For, in the month that this survey has been conducted, the disparity between "yes" and "no" coverage has never been as great as the past week.

That 74.6% of the time devoted to referendum issues should be channelled to proponent of the "yes" vote should be a cause for some red faces at the SABC, because this was, of course, the week in which the corporation said that it was covering the campaign "impartially" and reflecting both sides "melocutously".

By transmitting the Horace Van Rensburg/Andre Fourie debate on the same day as its reply to allegations of bias, the SABC was in a sense painting itself into a corner.

Such a radical departure from previous policy must be seen as an admission of culpability by the corporation.

And so, why, for goodness sake, do we have to wait for heavy and tawdry criticism before the SABC — for one programme — comes closer into step with the provision of its licence?

South African television grew up a little during that News Focus debate.

With only a small blink, I could almost have believed that I was watching the BBC.

The PFP's Mr Van Rensburg performed like an old hand, showing no signs of "this may be the only time ever... better get it right" desperation. And Mr Fourie and his Nationalist colleagues, Mr Steffie van der Merwe, who took part in the following night's debate, came hesitantly to look straight down the barrel of the lens at all.

The CP's Mr Bann van der Merwe didn't quite take his opportunity. Who knows... perhaps there was something interesting midway between the presenter and the camera?

I've heard tell that the ghost of Dr Verwoerd has a little smile in the Auckland Park studio.

Also, never mind that the parsonial adherence to the step-watch killed all spontaneity (perhaps I must take Blumen for that).

At least there was no manipulation of the speakers or their points. No selective editing, no disadvantageous camera angles, no imposed emphasis.

The chance to talk directly to each other viewer individually was a unique and improvised opportunity for the participants.

But this is where the irony arises.

This week's statistics make it quite clear that a single programme counts for virtually nothing.

One saving grace is that the SABC is beginning to feel obliged to give other parties a chance to enter into debate and announce that this Thursday's News Focus programme will feature the "yes" case being put by the New Republican Party.

The PFP will provide the counter-argument.

It will be interesting to see whether the SABC makes Parliamentary representation a criterion for participation.

After all, if the HNP gets rirn a chance, where is the line to be drawn?

A photograph which appeared in this newspaper last Friday showed binniers saying "Storm Nose" stretched over the heads of about 18 people at Mr P V Botta's referendum address at Randfontein last week.

In an over-average three minutes 14 seconds slot according to Mr Botta on SABC-TV's 5pm news bulletin on Friday, nothing of the sort could be detected.

Numerous cut-away shots emphasized the size of the turn-out, and a camera was perfectly positioned in the audience to record a standing ovation given to the Prime Minister.

Yet, no banners, and virtually no addressing.

The SABC's way of telling us that a feeble part of Mr Botta's audience was made up of Conservative Party supporters was to say that large numbers were assembled in a"rowdy" meeting.

There is no need for further discussion.

Instead, I will again state my belief that last week's News Focus debate was the most important milestone in responsible broadcasting and exhibits the hope that positive forces which gave rise to being aired will prevail.

If they do not, may we end up with only one man on the graph in the week before voting.
SINCE the start of the referendum campaign, the South African Broadcasting Corporation has functioned on the premise that its primary task is to help create an informed public opinion concerning the proposed Constitution.

With that objective in mind, programmes have been presented giving factual explanations of matters dealt with in the Constitution, in consultation with political parties that have held discussions with the SABC, and, with regard to the referendum campaign itself, the most important issues have been identified and examined from all political points of view.

Slots have been introduced, in which questions from the public on the substance of the Constitution and related matters have been dealt with factually by authoritative commentators, mini-debates on issues between representatives of the different sides have been presented; and referendum meetings have been reported.

In this way all the issues that have been brought to the attention of the SABC by political parties, as well as supplementary issues that came into focus in the course of the campaign, have been covered.

What is more, they have been covered fairly, since the SABC has structured its programmes in such a way that arguments for and against any particular issue were set out against one another.

Against that background of what the SABC has tried to do to inform its audience, may I make use of the opportunity offered to me by the Rand Daily Mail to reply further to the points raised recently by Mr Dave Dalling, MP.

It is not my intention to become involved in a political argument (which is also why I do not comment on the Rand Daily Mail editorial of October 13 1933) but to demonstrate that the SABC has indeed fulfilled its duty functionally within the framework of its charter, which prohibits it from taking sides in a party-political debate.
Why I say the SABC coverage has been fair

The Broadcasting Act of 1978, as amended, requires of the SABC to present events of the day factually, impartially and without misrepresentation. With regard to controversial matters and party politics are prima facie and inherently controversial the policy code of the SABC requires further that information should be conveyed in an impartial, balanced and authoritative manner, taking into account that balance between differing or opposing viewpoints may be achieved over a period—not necessarily in a single programme—and that news value should be the criterion.

These premises were discussed at the outset of the referendum campaign with representatives of those political parties that requested interviews with the SABC. Among them was a delegation from the Progressive Federal Party, comprising three senior members of Parliament, including Mr. Dalling. The SABC gave each of these parties precisely the same undertaking: that programmes would be introduced for the purpose of covering the referendum, that issues would be dealt with fairly and that each would be allotted the "yes" and the "no" arguments would be fairly presented.

The SABC pointed out at the same time that, while these programmes would strive to maintain a balance between "yes" and "no" viewpoints, no undertaking whatsoever could be given with regard to news bulletins—that party would be maintained at all times.

The main reason for this reservation was and must be obvious.

For any worthwhile news medium, newsworthiness is paramount; it is the final arbiter. To throw that selection principle overboard in an official attempt to ensure equal time would imply a manipulation of news that cannot be tolerated on professional grounds.

The impression gained by the SABC was that all these political parties— including the PF—accepted this principle, as well as the programme ideas of which they have been informed.

Since then still more programmes have been introduced to promote the idea of debates—about which the PF amongst others felt strongly—in the SABC's coverage of the referendum.

Thus the SABC has not only complied with the implicit agreement and mutual understanding, but actually taken it further in the direction advocated by the PF and others.

The SABC remains firmly convinced that it has not only acted in accordance with and in the spirit of both the Broadcasting Act and its charter, but has indeed played a key role—and this is confirmed by opinion polls—in enabling the electorate to be in a position to express an objective judgment on the Constitution.

Exercises with stopwatches to try to prove the contrary are cynically misleading.

Obviously, Government spokesmen will receive greater coverage in news bulletins than Opposition spokesmen, as was foreseen at the meetings with party representatives.

When that happens, however, it is not to promote one point of view, but simply because the Government of the day is a greater newsmaker than an opposition party.

The fact of the matter, however, is that it cannot be explained away by the party in power.

By so doing the Government takes steps and makes judgments that affect people's lives, whether they are supporters of the Government or not.

The principle must be kept in-formed of such developments.

Therefore, no professional news medium would try to evade that duty of conveying information, in an attempt to achieve an artificial balance between parties.

The SABC considers that a distinction should be made between referendum programmes, in which balance is an overriding concern, and news bulletins, in which newsworthiness is determined and secures a spot for a particular event or statement. If such a statement or event relates to the referendum and is accommodated in a news bulletin on news paper, it surely cannot be argued that the other side or point of view must be accommodated.

The SABC believes that it should report on events as they occur and that it might lead to discussion, manipulation of the news if it were to solicit counter-arguments as a matter of routine in its news coverage.

With regard to the explicit complaints raised by Mr. Dalling, I would like to point out the following:

In the discussions that were held with the PF delegation, it was proposed that its representatives should be given the opportunity to indicate what parts of their speeches should be covered.

That proposal could not be accepted, as it would have meant abandonment of editorial control by the SABC to the extent that no news medium would permit.

Nevertheless, the assurance was given to the PF delegation that the SABC would scrutinize the programmes to ensure that the main arguments of that party, as it would those of the other parties. The records of the SABC show that the chief elements of the arguments put forward by the PF as presented to the SABC, have been presented repeatedly.

There is, therefore, no question of the SABC having ignored the "most compelling arguments" of the PF.

The main arguments put forward by the PF as presented to the SABC, have been presented repeatedly.

That is, therefore, no question of the SABC having ignored the "most compelling arguments" of the PF.

Mr. Dalling complains about misreporting of PF speeches. This is a complaint that applies to spokesmen of all parties.

Television is a hard medium to please when it comes to faces, noses, bodies, etc. Some people the medium accepts and portrays in a complimentary manner—others it rejects.

The SABC cannot change that and everybody has to live with this hard fact.

Richard Nixon's television appearance in his debate with John Kennedy caused its disastrous consequences for Mr. Nixon, is a well-known case in point.

It has in fact happened that empty seats were shown at meetings, because they do not apply to the PF only.

There have been meetings of Ministers, Deputy Ministers and others during which the camera also showed empty seats.

It is a generally accepted practice to use cut-away shots to bridge editing points in covering special events.

No sinister motive should be read into its application in news coverage.

I admit that empty seats can be an embarrassing and unnerving sight, but I should like to give the assurance that the SABC has no wish to exploit that for party-political purposes.

The camera applies to camera work. Practical circumstances at meetings can dictate the angles at which speakers are photographed, lighting and other factors can have an effect on the final product,

It should also be recognized that the SABC and its personnel cannot be held responsible for decisions taken in determining arrangements and filling of seats. Surely these are the concerns of political parties.

The insinuation that "special editing work" within the SABC to favour one particular side is rejected.

Mr. Dalling should know that no such "team" could exist in an organisation as large as the SABC.

Mr. Dalling asserts that a person (or persons) has informed him about certain activities within the SABC. Of course, this would be detrimental to the PF cause.

Mr. Dalling wished to persuade his informer—rather than to encourage him— to continue to bring evidence to the attention of those within the SABC who can deal with it effectively.

My colleagues and I at the SABC have the responsibility of projecting and presenting in a responsible manner to all our viewers and listeners the facts which are important to, that matter and which may be decisive to the future of South Africa.

The SABC will not neglect that responsibility. But, when it considers that facts mean nothing but confusion, yet wonders whether its critics have any intention of ever being reasonable towards the SABC and to stop the SABC from being the one that they would detest.

I want to give the assurance that the SABC will and tries to satisfy reasonable demands.

Accordingly, reasonable and just criticism will be acceptable and understandable, and unjust criticism—achieve nothing; if the SABC can only reject it.
Statistics cannot show up SABC’s grey areas

IN SPITE of repeated statements from the Director-General, which have received generous coverage in SABC TV news bulletins, that the SABC is covering the referendum campaign impartially, last week’s television coverage yet again showed a vast imbalance in the “yes/no” argument.

The raw statistics show a 20% fall-off in National Party airtime, but this amount has merely been redistributed among other proponents of the “yes” vote, most notably the New Republic Party.

Thursday’s main news bulletin also presented the SABC’s first coloured speaker since my monitoring began: a loghaceous Mr Elbrahim of Rivensmead, who took the opportunity of addressing his exclusively coloured audience as if they were exclusively white.

“If you vote no, we will read it as a sign of rejection,” he said.

One of the major problems in compiling these graphs over the past five weeks has been the question of how to classify material which inclined a stance towards the referendum question, but does not clearly state that stance.

To ensure the statistics have validity, and to keep personal interpretation to a minimum, those “grey” areas have not been taken into account.

A notable example is the News Focus programme, in which Professor S A Strauss “explains the facts” of the proposed Constitution.

He alone had nearly 30 minutes of airtime this week, in three separate programmes. Each time, his justification (rather than explanation) and support (rather than neutral assessment) of the new system was even more transparent. His “factual explanations” were peppered with “buts” and “howeveres”.

If the SABC is at all serious about its impartiality, how could it even begin to justify using, as an impartial authority, someone who has publicly urged a “yes”?

A large advertisement in the Sunday Press ran “We urge you to vote, and to vote Yes”. Prof Strauss was one of the signatories.

Another abuse occurred in Friday’s News Focus programme on the economics of the proposed constitution.

A presenter introduced the material, and appeared regularly throughout the body of the programme to structure and direct it, and to give the impression of due impartiality.

But, instead of carrying this through to the end, the presenter suddenly disappeared, leaving the National Party’s Professor Sampie Terreblanche to conclude the programme by asking viewers to take note of “the economic opportunism of the PFP and the economic fairyland of the CP”.

The statistics of the past month reveal a 69.3% coverage of the “yes” vote by the SABC-TV.

What this stark figure does not reveal are all the other less obvious methods used by the corporation to sell the Government line.

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### How much say they’ve had on the box

Referendum coverage: October 17 — 23

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<th>FOR AGAINST</th>
<th>PFP</th>
<th>NRP</th>
<th>NP</th>
<th>CP</th>
<th>HNP</th>
<th>FOR AGAINST</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAST WEEK</td>
<td>BLACK</td>
<td>INDIAN</td>
<td>COLOURED</td>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>WHITE OTHERS</td>
</tr>
<tr>
<td>0</td>
<td>NIL</td>
<td>NIL</td>
<td>NIL</td>
<td>17.6</td>
<td>11.1</td>
<td>6.7</td>
<td>9.2</td>
<td>0.4</td>
<td>7.6</td>
<td>5.1</td>
</tr>
<tr>
<td>5</td>
<td>NIL</td>
<td>NIL</td>
<td>NIL</td>
<td>0.9</td>
<td>2.0</td>
<td></td>
<td>0.6</td>
<td>1.4</td>
<td>0.7</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>NIL</td>
<td>NIL</td>
<td>NIL</td>
<td>2.5</td>
<td>1.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>NIL</td>
<td>NIL</td>
<td>NIL</td>
<td>11.2</td>
<td>3.3</td>
<td>65.0</td>
<td>14.4</td>
<td></td>
<td>1.3</td>
<td>2.8</td>
</tr>
<tr>
<td>TOTAL YES</td>
<td>45.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL NO</td>
<td>34.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
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### Eye on the Referendum

By GREG GARDEN
NP 400% more time than PFP

THE more than two-thirds slant by SABC TV in favour of those advocating a "yes" vote in tomorrow's referendum was maintained over the past week, in spite of a decline in the percentage of total air-time devoted to the views of the main white parties.

The graph reveals a corresponding increase in the coverage of "white others" ... made up this week largely of English-language newspaper journalists and women from various walks of life.

The various views of these two "groups" were the subject of two News Review programmes this week.

The other two News Review transmissions were blatantly and heavily biased in support of the proposed new Constitution.

One edition featured three South African diplomats abroad, who all strongly urged a "yes" vote, while the other set out to discredit the Conservative Party's idea of a "coloured homeland".

This again draws attention to the methods used by the SABC in support of "yes" votes, but which cannot be measured by statistics.

The strong focus on military preparedness and a "total onslaught" reached a crescendo with Sunday's "Target Terrorism" News Review.

The proliferation of such programmes at this time makes them part of a wider and less obvious strategy in support of the National Party.

Three other observations stand out this week.

Firstly, Professor S A S Strauss, who had appeared regularly on the box in previous weeks to "explain" the new deal, was not featured after charges under the Referendum Act had been laid against him and the SABC following last Sunday's News Oorsig programme.

Secondly, coverage of an "abstain" option appears in the statistics for the first time since monitoring began.

Since this monitoring of SABC TV's referendum coverage started on September 27, 26,946 seconds (just over 440 minutes) of television air-time has clearly advocated either a "yes" or "no" vote, while a further 5,885 seconds (97.6 minutes) consisted of more general referendum coverage.

Statistics published in these columns have been based on the first figure only. The final statistics for the full six-week period are as follows:

<table>
<thead>
<tr>
<th>Party</th>
<th>Total YES Coverage</th>
<th>Total NO Coverage</th>
<th>Abstain</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>51.7%</td>
<td>48.3%</td>
<td>0.5%</td>
</tr>
<tr>
<td>PFP</td>
<td>13.2%</td>
<td>86.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>CP</td>
<td>10.9%</td>
<td>89.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>NRP</td>
<td>7.6%</td>
<td>92.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Whites</td>
<td>6.3%</td>
<td>93.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Whites' opp</td>
<td>8.0%</td>
<td>92.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Blacks</td>
<td>2.6%</td>
<td>97.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Blacks in fa</td>
<td>1.1%</td>
<td>98.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Blacks opp</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>67.0%</td>
<td>32.5%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

The percentage of total coverage accorded to each group over the six weeks are:

National Party | 51.7%  
PFP            | 13.2%  
CP             | 10.9%  
NRP           | 7.6%   
"White others" | 6.3%   
"White others'" | 8.0%   
Blacks         | 2.6%   
Blacks in fa  | 1.1%   
Blacks opp    | 0.0%   
Total         | 67.0%  

These findings are the most comprehensive monitoring and analysis of SABC TV broadcasts ever done.

The National Party was given nearly 400% more air-time than the Progressive Federal Party, and more than 500% more air-time than the Conservative Party.

Any dishonesty will render the candidate liable to disqualification and to possible exclusion from the University.
Strict controls for broadcasts

SA censorship agreement over Bop TV

Pretoria Bureau

BOPHUTHATSWANA and South Africa yesterday agreed that neither country would broadcast programmes that could slander either government or prejudice security.

This is one of the strict provisions in an agreement which gives Bophuthatswana the green light to begin its proposed television service to a large number of black areas in South Africa.

"Offensive" reports or programmes featuring "details of the human body" will also be strictly taboo.

So will programmes that are "blasphemous, indecent or of an obscene nature".

Both governments have also undertaken to disallow other countries to broadcast from their territories unless this is agreed to.

And they have agreed that reporting on current events at home and abroad would be conducted "clearly, unambiguously, factually, impartially, and without distortion".

The two have undertaken to apply "strict and enforceable norms that reflect the highest standards of good taste ... concerning matters such as physical defects, deformities, inflammatory questions of race and colour, crime, violence, intoxication, drug addiction, lotteries and gambling".

The agreement, covering radio and television, was signed in Pretoria by President Lucas Mangope and Mr Pik Botha, Minister of Foreign Affairs and Information.

In terms of the agreement, Bophuthatswana will be able to transmit its TV service to most black townships on the Reef and Pretoria areas, a number of townships in the Orange Free State, and to Kimberley and Vryburg in the Northern Cape.

Both governments recognised the need to be able to reach their own citizenry resident in each other's territories.

The SABC has undertaken to ensure that the necessary television distribution facilities will be erected "timeously", so the operation of services to the Reef, De Doorns, and Kagiso can start on December 1.

In a separate statement, the director-general designate of the SABC, Mr J A Eksteen, said the services the SABC would provide would present new challenges.

But, in providing these services, this did not mean the SABC would neglect its own services and expanded programmes.

He emphasised that the SABC would be compensated for all the services to be provided in terms of the service agreement.

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Speculation of new education

By HELENE ZAMPETAKIS

A COLOURED educationist, Mr Franklin Sonn, and the president of the South African Indian Council, Mr A Rababani, have been named as early candidates for the positions of Ministers of the new education departments.

And prominent educationists said this week it was likely that the Minister of National Education, Dr Gerrit Viljoen, would head the department responsible for macro-policy (the policy of all the departments).

Although legislation to implement South Africa's new educational dispensation will only be passed in Parliament next year, educationists have already begun speculating as to who the country's new Ministers will be.

They have named Mr Sonn, present head of the (coloured) Union of Teachers' Association of South Africa, as the most likely to head the department of coloured education.

And Mr Rababani, head of the SAIC executive committee and responsible for Indian education, was named as the most likely candidate for the post of Minister.

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Man guilty of fraud

Pretoria Bureau

A PERSONNEL OFFICER of the Department of Cooperation and Development, who defrauded the department of more than R1 000 because of financial difficulties, was found guilty of fraud by the Pretoria Regional Court yesterday.

Sentence will be passed on January 4.

Christian Lourens de Beer, 22, of Gardefontein, Pretoria, to the charge before Mr B J O van Schalkwyk.

The court found that he fraudulently issued an invoice in his name for the payment of R8 000 instead of in his name of the department, for the blasting of rocks at Kwaggafontein on August 20 this year.

He said he knew what he had done was wrong.

 Asked by the magistrate why he had done such a thing, he said he had hired a farm for which he was paying R2 000 a year, but because of severe drought he had experienced financial difficulties.

UK kills fears on SA "spy"

London Bureau

LONDON - Commodore Dietter Gerhardt, the South African naval officer who is on trial in Britain for allegedly spying for the South African secret service in 1964, the British government has revealed.

In a House of Commons written reply Mr John Bluff, Lord Privy Seal, said Commodore Gerhardt had attended courses at the Royal Naval Engineering College and other naval establishments in Britain between 1956 and 1964.

The assessment of this matter that has been undertaken confirms that any classified information he gained so long ago would be unlikely to have much value today," Mr Bluff. The commodore would have had access to British se-
SA tightens grip on airwaves as Bop-TV toes line

By ANGELA GILCHRIST

A TOUGH agreement between the governments of South Africa and Bophuthatswana tightens South Africa's stranglehold on television broadcasting and ensures that "independent" Bop-TV will toe the line.

South Africa has held the whip hand in discussions between the two governments because Bophuthatswana is not internationally recognised and is thus dependent on South Africa for the allocation of airwaves.

The agreement, signed in Pretoria on Friday, outlines what is permissible — from politics to nudity — and knocks Bop-TV as an alternative to SABC-TV.

It also confirms previous Sunday Express reports that the South African government intends limiting Bop-TV's access to the lucrative PWV area by allowing it to beam its service only to areas where Tswana people live.

Bophuthatswana has to obtain a licence from the Postmaster-General of South Africa to broadcast in South Africa, and the licence can be withdrawn at any time.

The agreement states in part that:

- Reporting on newsworthy current events in their respective territories and abroad "shall be conducted clearly, unambiguously, factually, impartially and without distortion".
- Bop-TV shall apply "strict and enforceable norms that reflect the highest standards of good taste and the moral attitudes of their respective societies while broadcasting about physical defects, deformities, inflammatory questions of race and colour, crime, violence, intoxication, drug addiction, lotteries and gambling".
- The broadcasting of "offensive reports and programmes featuring details of the human body shall comply with standards of good taste".
- Bop-TV shall prevent broadcasting which is "blasphemous, indecent or obscene as well as anything which is contrary to any rule of law operative in either country".
- Broadcasting of material that may "inflame public opinion, lead to a contravention of the law, threaten the security of the respective states or cause unrest or panic" will be taboo.

- Neither of the parties will broadcast anything that may "slander the government, state or nation of the other or that may prejudice the national security or interests of the other country".
- Freedom of religion will be taken into account and nothing will be broadcast that may cause rivalry between religious denominations or groups.
- Advertisements will conform to standards adhered to by members of the Advertising Standards Authority of South Africa.
TV, radio boost for education

By Jean Hey, Education Reporter

By the end of this year the SABC will have launched educational programmes on TV, making home study through television a reality in South Africa.

Marthinus van Zyl, the head of the SABC's educational department, says the educational programmes — which includes radio and television aimed at whites, coloureds and Indians — is the essential spadework.

"Only when I have appointed staff will we plan our priorities, programmes and approaches," he says.

An ideal starting point, he says, are the recommendations of the Manpower Commission and those of the De Lange Committee.

The De Lange Report showed up the need for school-readiness programmes, career guidance and the education of parents. These are the type of education programmes we will consider for both television and radio."

Dr van Zyl also intends exploring television lessons on the traditionally difficult school subjects of maths and science.

As a man who for decades has been involved in education and the media, Dr van Zyl sees television as one of the most powerful educational forces at our disposal.

"A television programme can feature several experts in a short space of time, giving the student the best quality information," he says.

However, this man, who, for eight years was a teacher and who lectured in education for 13, believes there are times when nothing can beat the "talk and chalk" method of teaching.

"I am not going to project the idea that television is a superior medium of education. The best approach is the multimedia one," says Dr van Zyl.

The child who is taught by the "talk and chalk" method alone is likely to become bored because he lives in a visually orientated world, he says.

However, Dr van Zyl believes educational television has a major drawback: it is a one-way method of communication that allows students to be passive.

"Perhaps we will design work-books which we can distribute to the student... it is certainly a major problem."

Media literacy — another obstacle to educational television and radio in South Africa — is fast being overcome by the departments of education, says Dr van Zyl.

"There is a significant movement in the schools of South Africa. One education department has bought 4500 overhead projectors for its schools and others are buying computers."

Dr van Zyl says: "I see teachers as my allies in this effort. Without their co-operation the project would be doomed from the start."
SABC's stance politically neutral

By: [Missing text]

The Star Thursday March 22 1984
ALTERNATIVE TELEVISION

Not just a SABC failure...

SA has a television dilemma — some would say a disgrace — that is more than just political. In the past, there have been numerous calls for a viable alternative to SABC-TV. But setting up an alternative network is not as easy as many might believe.

Of the options available, cable television and direct broadcast satellite (DBS) are the most widely touted, but owing to problems peculiar to SA, the whole question has become more complex.

One question is: can the existing second-channel option feeding into many blocks of flats and townhouse complexes be extended?

It could be done using a normal wire system or fibre-optics, one television source tells the FM, "but this is very expensive and would work only in high-density population areas." One of the biggest problems is the distance that must be covered. The signal weakens the further it has to go. To ensure good reception it must be boosted.

The real problem lies with physically laying the cable. Legally, no one other than the Department of Posts and Telecommunications (P & T) can transmit in SA. Permission would have to be granted. This looks unlikely.

With the DBS option, a "dish" aerial has to be installed. priced up to $5 000 in the US, they would cost substantially more in SA. The advantage is that the signal can be carefully controlled to reach a specific target area, that is, a particular building or suburb. If a deal could be struck with an overseas satellite company, up to 12 stations could be received by DBS. But the cost would be astronomical.

Another option is a domestic satellite for SATV and other broadcasters. Here, a stationary satellite (one which revolves with the spinning earth, but hovers permanently over SA) bounces a picture from a local "uplink" to a local "downlink" — an identical operation, except that it is domestic, to P & T's Hartbeespoort earth station.

The British Broadcasting Corporation considered a DBS system, but found it would have to spend in the region of £2m for transformers to relay the signal. The idea was shelved.

In SA, there is one possible bright spot in an otherwise bleak television future. The SABC's charter expires on December 31 1983. Could this open the television franchise to free enterprise? No one, certainly no one at the SABC, is saying. It is obvious, however, that several of SA's big corporate institutions have the resources to set up an alternative service. Whether they have the will or not is another matter.

If large corporations were to research the possibilities, they would have to tread carefully. The American CBS group earlier this month backed out of a $700m investment in a DBS service after spending $30m-50m and a year of research.

FM inquiries reveal that none of the SA corporate majors really seem to have got even the most rudimentary of television acts together. To do this effectively would stretch available local engineering resources to the utmost.

Advertising revenue potential is enormous. Even the SABC, with its indifferent programme fare, pulls a fortune in ad revenue, which jumped from R19m in 1981 to R197m in 1983 — so much so that newspapers are now up in arms about revenue lost to the tube.

"Newspapers would like to get into television wherever they could," says Argus MD Hal Miller. "I think they ought to be given a chance. No research has been done yet, but I believe it could be done."

Nasionale Pers MD Tom Veldoo tells the FM (Business, July 6) that SATV is taking an increasing — and, he feels, disproportionately — slice of the advertising cake.

The saddest part of the SA television story is that nowhere in the world has more television technology of one advanced generation been assembled on one site and put to use so badly.

Some say what was offered at Auckland Park in the early Seventies was the greatest television opportunity in all of television's history. And they add that what happened has therefore been the greatest television waste in history.

On the mixers . . . fading up a better picture?
The 4% solution

The country took a step into the constitutional unknown this week — and the television coverage of the coloured and Indian elections did little to help it along. The aim was to legitimise the whole operation by providing all the traditional symbols: an authoritative results team, a constituency scoreboard, an earnest panel of analysts.

But things began to fall apart with the very first result in the House of Representatives election. The seat was Bishop Lavis, the percentage poll an embarrassing 4%. The normally comfortable Adrian Steed registered something approaching a shock-horror expression; already the script was off the rails.

The scoreboard looked as if it had last been used at a 4th division rugby match. The panel, under the fumbling direction of Sakkie Burger, wittered on about a Labour Party landslide, and staidly avoided getting to grips with the reasons for the low percentage poll.

Of the panellists, Bhasha Ramchand seemed far more dignified, lucid and honest than Red Metrowich and Lawrence Schlemmer put together; but he was too abstract and academic. Red just rooted for the system in 10 different ways, and Lawrence was unusually reticent. We desperately needed light entertainment, and it was provided on cue by Freek Swart and his four selected-at-random voters.

Swart looked as if he was in an electric chair, expecting the switch to be pulled at any moment. He grimaced and growled as the envelopes were opened by the panel; all squirmed awkwardly as the letters were read out.

The television competition was bizarre and humiliating in the extreme. If it was a play, it would have closed before the end of the first act; if it was a horse, they would have shot it. The enormity of the disaster penetrated even the recesses of the propaganda engineerroom, and the merciful Steed murmured that the Indian competition had been cancelled because of a “lack of time.” If the viewers believed that, they'll believe anything. The trouble is they do.

For the SABC to display sensitivity twice in one week is remarkable. The second instance was the decision to get all the reporters on the House of Delegates election to speak English. I'm sure this was appreciated. A pity, then, that no one ensured that the reporters could express themselves with even elementary fluency. We were told from one constituency that the winner was going to win. It's nice to know that even in politics there are a few certainties.

I wanted to describe the coverage as farcical but remembered in time that farce is a respectable form of theatre, requiring slick timing and good lines spoken by competent actors. Farce is amusing and entertaining. Tragi-comedy sounded better, but that would also have bestowed on the election coverage a dignity it did not deserve.

Suffice to say that when I dozed off at midnight, I felt embarrassed and sad. My last thought was about a disturbing trend evident on each election night — the electoral officers seemed to have been persuaded by the SABC reporters to delay announcing until the studio had decided that a result was “imminent.” It seemed the SABC was doing more than supporting the election — perhaps it was running it too.

The newsmaker of the week was Ockie Oosthuizen. The rebellion at the Transvaal rugby practice cried out for in-depth treatment, and the newspapers responded. The Afrikaans dailies were vociferous in their criticism. But the SABC decided to play it cool; probably unsure which side to support — or else it was simply too controversial for any chances to be taken. The news coverage of the incident was limited and predictable.

If Ockie was a rebel with a cause, the highlight of the week was James Dean in Rebel Without a Cause. His performance is not at all dated, and stands comparison with the best on offer in the Eighties. At least they got it right with that one — the week was badly in need of rescue into escapism.
Only the news that fits

The SABC’s television service has come in for some heavy criticism of late — not least from the FM. Part of the reason is clearly its blatant attempts to boost the new constitution, meaning that its normally high propaganda component has been escalated to the point where people are being forced to switch off their sets or switch off their minds.

The FM has suggested that it is not the function of a State television service to peddle any particular ideological line while at the same time reaping the benefits of a monopolistic advertising airtime policy. However, since the mandarins of Auckland Park do not take kindly to any attempts to dilute their considerable, if abused, powers of persuasion, such a freeing of the airwaves cannot come about soon.

However, that does not mean that criticism of the way SABC-TV conducts its business should be stifled or abated. On the contrary — now is the time to point out in greater detail exactly what is wrong with it, before we are totally beaten into submission or boredom.

It must be conceded that even in countries where news reporting and comment is virtually unrestricted, there is no such thing as the “truth.” The best that the average Briton, for example, can expect from the media is comprehensive reporting from a variety of angles, complemented by a wide spectrum of informed comment and opinion.

But organisations like the BBC do seek to give of their best to their public. They are fiercely protective of their independence from government. Aware of the power they exert on millions, they are concerned to fulfill their responsibilities so that integrity is preserved. They do not, in the utmost to give both sides of any story — and this is especially so when the issue at stake is highly controversial.

It is sad and potentially dangerous for SA that the same approach is missing among the decision-makers at the SABC, despite pained protestations of innocence.

In a speech to the Cape Town Press Club on August 24, SABC director-general Riaan Eksteen gave the game away. In essence, he accepted for the SABC the role of a “watchdog” prepared to keep public figures on their toes and to ensure they act in SA’s interests. But Eksteen immediately added a crucial qualification: the watchdog had to be “constructive.”

Eksteen quoted an American TV executive in support of this thesis: “TV news is based on elimination rather than inclusion. Time is the key factor that influences our decisions. We have a great sense of responsibility to be fair, balanced and accurate. We are not communists trying to destroy America nor are we defenders of the status quo.” Eksteen then said that the same is true of TV news in SA.

But the crucial point is that elimination and inclusion of news depends entirely on the interpretation of what is fair, balanced and accurate.

We do not question Eksteen’s sincerity when he says he is not ashamed of the way the SABC covered the recent elections to the Houses of Representatives and Delegates. No one quibbles with inclusion of election coverage. What is so insidious is the elimination of many items which have proved discomforting to the status quo. This is done by either ignoring particular events and individuals; or, more often, by giving them very slim coverage and then perhaps dropping them far down in the bulletin. The effect of such relegation, or news control, cannot be underestimated.

Newspaper readers are able to switch their attentions because the medium is static; the feature on page eight need not necessarily take second place to the front-page headline if it is what the reader is looking for. Again, newspapers are commercial enterprises and have a right to be biased if they want to be — since readers can “switch off” by not buying them.

TV viewers have no such luxury. Running order is crucial, and perceptions and indeed actions can be affected by it. And there is no denying that certain types of story are consistently relegated by the SABC.

Dare anyone pretend that the recent unrest in Soweto, to take just one example, received the coverage warranted by the magnitude of the violence and deserved, for example, by businessmen who need to know about such matters if they are to plan properly? The answer is no. The reporting was not comprehensive, not fair, not balanced and therefore not accurate.

Official reaction was broadcast — but contrasting opinions were ignored or unsolicited. The frightening fact is that, if Eksteen’s pronouncements are to be taken seriously, Auckland Park may be under the impression that it is doing a proper job. And that’s precisely why it shouldn’t be allowed to get away with it.
Nel says spillage is not in public interest

Bop-TV rejection shocks delegation

By Gavin Engelbrecht, Pretoria Bureau

A delegation representing more than 58 000 people who signed a petition protesting at the blackout of Bop-TV spillage in white areas was shocked at the "pre-prepared and flat rejection" of the petition by the Deputy Minister of Foreign Affairs, Mr Louis Nel, yesterday.

Immediately after the meeting in Pretoria with the delegation, which was accompanied by Progressive Federal Party MP Mr Dave Dalling, a statement by Mr Nel was handed to the media.

In it Mr Nel said he had listened with great attention and understanding to the representations made to him but could not accede to them.

One reason was the agreement concluded between the South African and Bophuthatswana Governments concerning the beaming of the Bop-TV signal to areas in South Africa where there were concentrations of Tswana citizens.

The other was the serious threat to advertising revenue of newspapers if reception were not restricted.

Serious implications

If the SABC did not effectively control Bop-TV spillage in South Africa, the service would eventually be received over virtually the entire Transvaal and Orange Free State and parts of the Northern Cape.

This, said Mr Nel, would have serious implications for the continued existence of the South African newspaper groups.

If the Bop-TV signal were not restricted in terms of the agreement, it would be able to claim a far greater portion of the advertising pool on which the newspaper industry was largely dependent for its income.

Mr Nel argued that the Government had a responsibility towards the newspaper industry and said that it was not in the public interest for the existence of the Press to be threatened.

Mr Nel said that, in the past, newspapers had made representations to the Government to limit the advertising time allotted to the SABC.

He went on to say that the SABC should take note of the dissatisfaction of large sections of the public with the content of television programmes.

The leader of the delegation, Mr Steve Roos, said that when he was put to Mr Nel that the Press had supported the petition, Mr Nel said they probably wanted to gain political capital.

Mr Nel said that the Government’s standpoint would be affected if newspapers agreed to Bop-TV in South Africa.

Mr Roos said people should have freedom of choice and he was not asking that Bop-TV be beamed to the whole of South Africa but that normal spillage should be allowed.

Welcomed

Sapa reports that Mr Nel’s statement was welcomed by the Newspaper Press Union.

A statement by the chairman of the NPU, Mr Jan Prins, said the NPU was opposed to an extension of advertising time and broadcasting hours for SABC-TV and, consequently, was also opposed to the right of access of a commercial station such as Bop-TV to SA.

A broader transmission of Bop-TV would mean that advertisements would flow out of the South African advertising pot to be shown to us without the penalty clause of 10 percent GST,” the statement said.

That would weaken the print media. It would lead to the disappearance of some newspapers and magazines. It would also affect SABC-TV’s advertising income, the statement said.

Mr Dalling said he found it strange that the Government was so eager to protect newspapers.
TV4 body blow for daily newspapers

SEVERAL daily newspapers are endangered by TV4, and some could close.

According to Nigel Twiddale, South African Associated Newspapers general manager for group marketing, daily newspapers will suffer most from an additional television channel.

He says: "We conservatively estimate that TV4's advertising revenue will be between R25-million and R45-million. This money must come from somewhere, and we think it will come from the daily newspaper advertising kitty.

"We have nothing against an additional television channel, but we do oppose the fact that we cannot participate."

Outcry

The announcement of the new channel by Rian Eksteen, director-general of SABC, caused an outcry in the newspaper industry.

His announcement came only three days after the Deputy Minister of Foreign Affairs, Louis Nel, rejected a petition containing almost 60,000 signatures and demanding that Bop-TV be broadcast to white areas on Net when the Bop TV would Nel calmed Bop TV would be restricted to prevent erosion of newspaper advertising revenue.

Several newspapers believe that TV4 is SABC's response to the threat posed by Bop-TV. The channel will screen entertainment and sport, and the SABC will reduce spillage of Bop-TV transmission to white areas.

Inroads

The latest All Media Products Survey showed that Bop TV was making inroads into SABC's black and white viewership until the SABC reduced spillage to white areas.

September figures indicated that 13.1% of blacks in Soweto watched Bop TV against 11.6% for TV1, 10.7% for TV3 and 9.1% for TV2. These figures are thought to have caused alarm at Auckland Park because of the loss of advertising revenue for SABC's black channels.

Africanns newspapers as well as English groups are opposed to the new channel. Advertising figures show that the expected R60-million total adspend for 1984 in South Africa, Africanns dailies will probably pick up R44-million (6.5%) compared with almost R23-million (8.5%) in 1983.

Although advertising revenue of Africanns dailies has increased by about 46% since 1980, most has been absorbed by increasing costs. The actual percentage of total adspend in Africanns dailies has declined.

English dailies are expected to account for about R1.8-million (16.5%) of total adspend in 1984 compared with R853-million (14%) in 1980.

Sunday newspapers are shielded to a large extent because there is no TV advertising on Sundays.

The advertising industry has been hit by the increase in GST and the general economic downturn.

Lucas de Lange, media relations manager for SABC, says TV4 will focus on light entertainment, sport and programmes of a popular nature for 2.5 hours with about 15 minutes advertising a night, six nights a week.

SABC advertising time is heavily oversubscribed each year and the new channel will earn additional revenue for the corporation with little extra capital outlay.

Discount

Leon Strydom, media and research director for advertising group D'arcy-MacManus & Masius, says this is not the only reason behind the new channel, which is designed to fulfill a consumer need and has been in the planning stage for some time.

"The fact that TV advertising is said to be between 50% and 100% oversubscribed does not appear to be the reason for TV4," says Mr Strydom.

"Agencies apply for TV time at the beginning of the year and if there is no room, they allocate the campaign effort to other media."

"We have recently been offered advertising time on TV at short notice, and this indicates that cancellations must have occurred. TV4 will probably offer discounted rates after TV4 starts."

By Ciaran Ryan
Plan for new TV service

Own Correspondent

Johannesburg. — In a major development the government yesterday opened the way for press groups and private enterprise to invest in a television service totally independent of the SABC.

The Minister of Foreign Affairs, Mr Pik Botha, yesterday announced the formation of a working group from his department, the Department of Communication and Public Works, and other experts in the field, to advise the government as soon as possible on the details of such a service.

Mr Botha said there was clearly a demand for an entertainment and leisure service independent of the SABC.

Subscribers

The service would be available only to subscribers on a coded frequency.

Subscribers would have to install a decoder to receive the service, which would be subject to certain conditions the government imposed.

Mr Botha's statement is a clear indication that the government wishes to shed itself as soon as possible of its "TV monopoly" image.

At the same time it is not giving the SABC's preferred status, although the corporation could well be co-opted into the working group.

SABC

The working group, which will be formed soon, could possibly recommend that the SABC be used to transmit the new service on a lease basis, although the group will have to consider all the technical options.

Mr Botha's statement is also an indication that the SABC is being given a gentle nudge out of the purely entertainment arena and more into the service area.

The SABC, some observers said, is probably not too pleased with the development, coming as it does soon after the announcement of the establishment of TV4 early next year.

The corporation last night had no comment to make on the minister's statement.

In licensing the new service, the government will probably insist on no news broadcasts and that the material screened conforms to the norms of the Publications Control Board.

It cannot be established at this stage whether the new service will consist of cable TV or microwave as this will depend on the committee's recommendations.

Once the guidelines have been set, the government is expected to put the service out to tender. Clearly it will expect a company to be formed but it will not lay down who may or may not be shareholders.

The news can hardly be of cheer to the video industry, which already has to compete with TV1, TV2, TV3, Bop TV — eventually reaching 51 target areas — and, next year, TV4.

However, there will presumably be nothing to prevent the video industry from tendering for the contracts.
Television Reporter

AN interview with President P.W. Botha and a debate featuring banned ANC leader Mr. Oliver Tambo may be screened on TV1 tomorrow night.

A spokesman for the SABC said the corporation would view the two-part programme and, if they wanted to screen it, would apply to the Minister of Law and Order, Mr. Louis le Grange, for permission.

The American Broadcasting Corporation's Nightline team spent two hours with President Botha in Cape Town today.

According to ABC's Press spokesman in South Africa, Nightline interviewer Ted Koppel quizzed Mr. Botha on progress towards settlement of the political issues raised during its interviews so far.

Immediately afterwards, the Nightline team was due to fly to Johannesburg to record a panel debate. This was to be broadcast to the US by satellite tonight, together with the interview with Mr. Botha.

The panel lined up consists of ANC leader Mr. Oliver Tambo, Chief Gatsha Buthelezi, the Chief Minister of KwaZulu, Dr. Allan Boesak, the leader of the World Alliance of Reformed Churches, and former MP Dr. Connie Mulder.

The spokesman said ABC had requested a fifth panellist on the topic of Government Minister, to replace the Minister of Constitutional Development and Planning, Mr. Chris Heunis, who has withdrawn from the programme.
Mr Heunis says he will not take part because it would be "contrary to the national interest" for him to be involved in a controversial debate.

However the State President, Mr PW Botha, decided to go ahead and was interviewed at Tuinhuis in Cape Town today by the Nightline anchorman, Ted Koppel.

The Botha interview—perhaps interspersed with an Oliver Tambo interview conducted separately—will be beamed across the US on the ABC network tonight.

Mr Heunis is the only Cabinet Minister to have rejected a Nightline invitation and the official Opposition spokesman on the media, Mr Dave Dalling, said today: "I think he's chicken."

"South African Cabinet Ministers are not used to being subjected to fair debate on television—they want interviewers to bow and scrape, whereas Mr Koppel doesn't do that."

Panel discussion

He said in a formal statement issued by his department that the Nightline producers wanted him to take part in a panel discussion with Dr Allan Boesak, Chief Gatsha Buthelezi and Dr Connie Mulder.

This, he said, "would jeopardise the negotiation process in this country".

A public debate aimed mainly at a foreign audience could lead to a hardening of positions by participants, and his department needed to work in an atmosphere of mutual trust and understanding which could be harmed by such a debate.

"I reaffirm my preparedness to appear on the programme but not in the climate of confrontation which must of necessity result from the suggested format," Mr Heunis said.

Mr Koppel—busy with the Botha interview—will also discuss the situation.
NP, PFP sing the same tune

HOUSE OF ASSEMBLY. — A National Party member, Mr Wynand Malan (Randburg), has joined an opposition member, Mr Dave Dalling (PFP; Sandton), in calling for a reinstatement of the blind pop singer Stevie Wonder by the SABC.

Both men spoke yesterday in the debate on the Foreign Affairs budget vote, which incorporates the control of the SABC.

Mr Dalling raised the issue of the banning of Stevie Wonder’s music and said this arbitrary action had done irreparable harm to efforts to bring world-famous entertainers to South Africa.

“SABC is an entertainment medium. It is not the prosecutor, judge and public executioner of every artist who appears on its airwaves …,” he said.

Mr. Malan spoke immediately afterwards and said he would like to concur with Mr Dalling on the Stevie Wonder issue.

The announcement of the ban by the SABC created the impression that Stevie Wonder had done more than share his award with the jailed ANC leader Nelson Mandela, and that he had declared his solidarity with the militant ANC.

“Possibly the SABC believed that this was so.” He agreed with an interjector that the man sang beautifully. — Sapa

● No extra Bop-TV ‘spillage’, page 4
The service, to be introduced by the end of next year, will be an entertainment channel. It will focus on sport, documentary, variety, discussion and music programmes and will show feature films about a year after they are released on circuit.

There will be no news broadcasts or political programmes.

These details were released yesterday by a spokesman for the consortium to which the concession for STV was granted.

Seven hours

The spokesman said advertising was envisaged on the channel, but not more than the eight percent of viewing time at present adhered to by the SABC.

Seven hours of viewing a day would be provided and the cost to the viewer would probably include an initial sum for the installation of a “receiving decoder” which would enable high-definition television signals to be picked up by the viewer.

A spokesman for the project team which has been investigating STV for the consortium since December last year said last night that the advertiser’s fee in the United States.

No buying

The team visited the United States and Britain where they consulted film producers and distributors, licence holders and manufacturers of decoders, subscription television stations, programing organizations, producers of broadcasting equipment and research institutions.

A team member said last night a contract for broadcasting on the UHF or VHF frequency would probably be negotiated with the SABC.

He said no programme buying had yet been done as this awaited the appointment of a programme director.

A new company called Electronic Media Network Pty Ltd has announced plans to run STV.

The directors are Mr Hal Miller, executive chairman of the Argus Group; Mr Terry Bresland, co-owner of the Daily Dispatch; Mr Ton Vosloo, managing director of Nasionala Pers; Mr Desmond Craffait, chairman of the National Witness; Mr Koos Buitendag, managing director of Perskor, and Mr Clive Kinsley, managing director of SAAN.

The press consortium comprises the Argus Group, Perskor, SA Associated Newspapers, Nationale Pers, the Natal Witness and the Daily Dispatch.

Mr Botha said the investigating committee had received more than 40 requests for shareholding in the new system.

It was envisaged that granting the concession to the press consortium would put press groups on a better financial footing.

Advertising

The committee’s report had been considered by the government against a background of years of representations from the press groups in connection with the financial crises they faced, Mr Botha said.

In reply to a question from Mr Dave Dalling, Progressive Federal Party spokesman on the media, the Deputy Minister of Foreign Affairs, Mr Louis Nel, said he did not know if the subscription TV service would be permitted to attract advertising.

In his announcement, Mr Botha said the investigating committee had found that press group complaints that the introduction of TV had slashed their advertising revenue could not be accepted completely.

The advertising cake had increased after the introduction of TV. The press percentage share of the cake had shrunk but its advertising revenue had grown.

‘Arbitrary’

The government had noted, however, that the rise in advertising revenue had levelled off in the past couple of years and the press groups were now suffering financially.

The government had decided not to include representatives of the entertainment industry in the consortium because the composition of the group representing the entertainment industry had appeared to be arbitrary and exclusive of important elements within the industry.

In Parliament yesterday Mr Botha also indicated that TV licence fees might be increased but said any increase would be lower than the inflation rate.
New sub-TV ‘won’t rock the boat’

DURBAN. — TV5 — the first private enterprise channel to receive the Government go-ahead — does not plan to rock the boat.

The newspaper consortium running the venture will not touch news, politics or anything else calculated to cause a controversy. Instead it will be non-stop entertainment for viewers willing to pay a subscriber’s fee of between R30 and R50 a month.

Speaking on behalf of the consortium, Mr Ton Vosloo of Nasionale Pers said it would not have been possible for the various members with their differing political viewpoints to find agreement on what made news.

The service is likely to be launched towards the end of next year and will provide a huge fillip for the local film industry as TV5 does not plan to make a single contribution for its service or even own a TV camera.

Organisers will commission material locally and buy abroad. The spectrum will cover everything from documentaries to talk shows, sport and full-length films barely a year old.

Made contact

Already sources within the fledgling TV5 task force are saying that they plan not only to upset the SABC by competing for the best programmes available locally and abroad, but to raid SABC’s advertising sources as well and woo away some of its viewers.

When it was pointed out that the SABC had already sewn up the two most popular American series — Dallas and Dynasty — Mr Vosloo replied: “There are many fishes in the sea, I have no doubt we will provide a fine service.

“Nor does he believe there will be a glut with yet another entertainment channel after TV1 and TV4. “In the United States you pick up between 18 and 42 TV stations in many places.”

The consortium has already made contact with local and overseas film distributors and has had talks with the world’s biggest — Columbia, Paramount, Universal, Fox, UA-MGM, Warner and Disney.

The consortium — which consists of the Argus Group, Daily Dispatch Holdings, Natal Witness, Nasionale Pers, Perskor and SAAN — said they had the history and background to provide a service which would satisfy the opinions, needs and practices of the community.

The new service will require new technology. One of the options examined involves the design and launch of three complex TV satellites.

These would have to be built abroad and would be costly. Their advantage is that they would be able to beam directly to viewers all over the country, who would pick up the signal with a small roof aerial.

Iraq attacks ship near Kharg Island

BAGHDAD. — Iraq said its warplanes today hit a “large naval target” in the Gulf near Iran’s Kharg Island oil terminal.

There was no immediate independent confirmation that any vessel had been hit or was in trouble.

Iraq last claimed to have attacked ships in the Gulf on Thursday when it said two “very large naval targets” were hit near Kharg but there was no independent confirmation of any vessels hit that day. — Sapa-Reuters.
No politics or porn for STV

Staff Reporter

SOUTH AFRICA's new subscription television service (STV) will concentrate on high class family entertainment and steer clear of politics, pornography, gambling and programmes giving extremist viewpoints.

A spokesman for the project team representing the consortium of major press groups to which the concession for STV was granted said yesterday that it was impossible at this stage to give details of the service's content. He said no programme buyout had yet been done as this awaited the appointment of a programme director.

However, as an entertainment programme it would focus on sport, documentary, variety, discussion and music programmes with one or two feature films a night.

The service would use an increasing percentage of local productions as it expanded but most programmes would be bought from America and Britain.

An entertainment service was decided on because it was unlikely that the merger of four very diverse ideological press groups could agree on news and political content.

It was also not pursued because it had also been realized that the government might be extremely reluctant to allow news and political content to go over the air. "Politics is a sensitive area in South Africa and it is an achievement that the newspaper groups have agreed to work together despite their differences," he said.

The groups involved are Nationale Pers, the Argus group, SA Associated Newspapers, Perskor, Natal Witness and the Daily Dispatch.

Much of the research and ground work for STV was done by an expert team appointed by the consortium in November last year and led by Mr. Ton Vosloo, managing director of Nationale Pers, but a great deal has to be finalized.

The spokesman said STV's head office would be established in Johannesburg by the beginning of next year. It would house a network of customer services and programme buying departments.

He said initially the service would be beamed on the Witwatersrand and gradually extended to the rest of the country.

Despite the recent introduction of TV4, research had shown there was scope for another entertainment service which would give people additional choice.

It was felt that because of the current quality of programmes, other people were not watching as much television as they might.

Driver fined R1 000

Court Reporter

AN 18-YEAR-OLD man, who, while driving with more than the permitted level of alcohol in his blood was involved in a collision in which the driver of the other car was killed, was yesterday fined R1 000 (or six months).

Rian du Preez, 18, of Boston, Bellville, had pleaded guilty to culpable homicide and to driving with a blood alcohol content higher than 0.08mg per 100ml. He was also sentenced to a further six months imprisonment, suspended for four years, and was ordered to do 150 hours community service at the Zerida Steyn Home for the aged. His licence was suspended for a year.

Passing sentence, magistrate Mr. W. J. P. Marais said he did not want Du Preez's parents to pay his fine. "I don't want to hit your pocket, not punish your parents." Mr. L. J. Voelk appeared for the State.

Advertising

He said nobody had so far ruled out the use of advertising on STV and it was intended to keep to the limits set by the SABC of eight percent advertising.

However the main income would come from subscriptions. A feasibility study was still being carried out to determine exactly how much would be charged but it would be in the region of R40 a month.

There would be a fixed rate per month and subscribers would have to make an initial deposit or purchase of a decoder box.
Fresh' movies will be trumpcard of new service

Switch-on for pay-TV is expected in year's time

CAPE TOWN — The subscription television (STV) switch-on is expected to be in September or October next year, Mr. Ton Vosloo, managing director of Nationale Pers, said in Cape Town yesterday.

He told the fifth meeting of the South African Media Council that the MNet service, controlled by a consortium of daily newspaper groups, would create an alternative source of income for the newspaper industry and would not vie for adverts in the already overstretched advertising pool.

STARK TOP-CLASS FILMS 6/9/85

He admitted that MNet could be harmful to the video and cinema industry as it would be allowed to show top-class films within 18 months of their release. Television networks such as the SABC can show films only after they are 10 to 12 years old.

Mr. Vosloo said the decoder which will have to be used to pick up the STV service could be put to other uses as well, and "other merchandise might be sold through the decoder".

"MNet will be a top-class entertainment service. It will give a financial injection to the print media, stimulate local industry, and provide job opportunities."

He also hoped that it would acquire top British programmes, in spite of the Equity ban.

The Media Council took note of a letter from the Southern African Society of Journalists (SASJ) requesting that it be ensured that public representation on the council reflect as wide a cross-section of South African society as possible.

The council decided to appoint an executive committee, comprising the chairman, alternate chairman, and three representatives each from the media and public to streamline the council's functions.

It accepted a Monopolies Committee finding that the agreement between the Argus Group and Saan, which aimed at the rationalisation of publishing and distribution facilities, would not affect the independence of the newspapers.

"It was not a move towards a monopoly; it was an arrangement made in the context of special circumstances and it was clear that it would operate only at service level," the committee said.

Mr. L van Wijnen, the Media Council chairman, said discussions with the SABC to become a member of the council were continuing.

It was decided to grant the Media Workers Association of South Africa (Mwasa) observer status at the next council meeting. — Sapa.

See Page 12.
SABC weighs Tuck ruling

THE SABC might appeal against the Industrial Court decision allowing TV producer Moira Tuck to apply for a conciliation board hearing of her dismissal case.

Ex-Prime Time producer Tuck, seeking reinstatement at the SABC after being dismissed earlier this year, was yesterday granted the right to apply to the Minister of Manpower for a conciliation board hearing.

Her contract was withdrawn in March as she was to begin a year's contract as producer of Prime Time.

An SABC spokesman told Business Day the court's judgment was being studied.

"But, at this stage, the SABC would like to point out that its involvement in the case is not against Moira Tuck as a person."

"It is important for the SABC to obtain clarity about certain legal principles affecting the position of its 50,000 freelance contractors."

Therefore, the SABC was considering whether to appeal or approach the Supreme Court for a review.
The video and television industry has seen a massive escalation in prices during the past few months and the public can expect to pay about 40 percent more for these products compared with prices four months ago.

Increases have been blamed mainly on the worsening exchange rate as well as the Government's import surcharge.

Salesman Stuart Bockerill of Teleworld said the cost of video machines had gone up a lot in the past year. One of the cheapest 'well known' brands, which cost R795 at the beginning of the year, was now R1 300, he said.

All video equipment is imported and therefore affected directly by the exchange rate.

Although most television sets are assembled in South Africa, the components are imported.

'A large TV set which now costs R1 600 was selling at R1 100 at the beginning of the year,' Mr Bockerill said.

Mr Graeme Butler, sales manager for National Panasonic, said there had been lot of increases lately.

He calculated that the retail price of a basic video machine had increased by about 40 percent since July.

Most other products in the market had also increased by roughly the same margin, he said.

A video machine which had sold at R1 399 in July would sell at R1 599 at the beginning of November — an increase of R200, Mr Butler said.

Mr Errol Hartv, owner of Barney's Radio and Hi-Fi, said that while there had been price increases, this was no reason for the public to be 'frightened off'.

Many retailers had bought up big stocks before recent increases and while these stocks existed, customers were assured of being offered the products at the old prices, said Mr Hartv.
US TV crew banned from Cape areas

THREE television newsman, who went into Nyanga, near Cape Town, yesterday to film a "Christmas of Concern" meeting at a stadium have been barred from Guguletu, Nyanga, New and Old Crossroads and KTC for two months.

The presence of Chris Everson, John Rubytton and Ken Gereghy of CBS News in these areas was "considered to be undesirable with a view to the maintenance of public order and security", the orders said.

They were made under Section 9 of the Black (Urban Areas) Consolidated Act of 1945.

Two men were killed and four injured in a faction fight in Kwa-Ndengezi, Port Natal, yesterday.

Two men were arrested in Mamelodi after an attack on an SANDF vehicle.

In Sophiatown a policeman's house was set alight by about 30 people.

Freelance television journalist Brian Tilley said yesterday he was hit in the leg by a police shotgun pellet at a funeral in Mamelodi on Saturday. Earlier reports said Tilley had been injured when a crowd stoned a policeman trying to arrest him.

In KwaNdebele about 1,000 people set a private house alight after a funeral and caused about R52,000 damage.

In KwaZulu Natal, three men shot at the house of a policeman with an AK47 rifle. A Sergeant and two visitors were wounded.

In another incident a black man, identified only as Peter, was found dead with wounds to his head. Shrapnel and the main spring, the device used to trigger a hand grenade, were found at the scene.

Eight foreign journalists were briefly detained by police after a funeral for two unrest victims in Mamelodi on Saturday.
Journalist says he was hit by police pellets

Township ban on TV men

CAPE TOWN — Three television newsmen who went into Nyanga yesterday to film a meeting at the stadium there have been barred from entering Guguletu, Nyanga, Crossroads and KTC for two months.

The presence in these areas of Mr Chris Eversen, Mr John Rubhyn and Mr Ken Geralaghy, of CBS News, was "considered to be undesirable with a view to the maintenance of public order and security", the orders said.

They orders were made in terms of powers vested in the police by Section 9 of the Black (Urban Areas) Consolidated Act of 1945.

Mr Eversen said security forces had seen them on the way to and at the stadium before they began filming. They had tried to hide in the toilets, but were found.

"We agreed to go to Manenberg Police Station to telephone the liaison officer. We were not allowed to telephone, and remained there for three hours until disarmed with the orders."

Mr Eversen said their car had been searched and blank video tapes and pre-recorded audio tapes were confiscated briefly.

The three were uncertain whether they had been under arrest, but said they had not been free to leave until issued with the orders.

In Johannesburg yesterday, a freelance TV journalis Mr Tilley, said he had been hit in the leg by a police shotgun pellet at a funeral in Mamelodi on Saturday.

Earlier Press reports said Mr Tilley had been injured when an angry crowd began stoning the policeman who tried to arrest him.

Speaking from hospital, Mr Tilley said X-rays showed a compound fracture and two fragments of shotgun pellet in his lower leg.

A police spokesman in Pretoria, asked for comment, requested a telex copy of the Sapa report and said police would examine it before commenting.

A colleague of Mr Tilley's told Sapa they had been filming the funeral of two victims of the November 21 shootings for a number of hours.

He said Mr Tilley -- who was working for a Dutch television station -- and his crew had followed the funeral procession in a car as mourners left Mamelodi Stadium.

Mr Tilley then got out of the car, close to a number of other TV crews, to start filming.

SWITCHED ON TV CAMERA

A police Cassirip was parked nearby and a policeman grabbed Mr Tilley, drew his firearm and said he was arresting him for filming an "unrest situation."

According to the colleague, Mr Tilley protested, saying he was filming a funeral, not an unrest situation and that Mamelodi was not covered by the emergency regulations.

The policeman allegedly replied: "I don't care. You are under arrest.

The policeman started dragging Mr Tilley backwards, the colleague said. When Mr Tilley switched on his camera to start filming, the policeman pointed his firearm at him and made him switch it off.

At that stage, people from the procession began throwing stones at the policeman, the colleague said.

Mr Tilley said he then heard a bang and felt a sharp pain in his leg.

Footage from the other TV crews showed the policeman fleeing as Mr Tilley fell, the colleague claimed.

About the same time the police detained eight other journalists -- some allegedly at gunpoint. They were later released and their confiscated films returned.

Mr Tilley denied earlier reports that the SAP "had taken one of the correspondents who had been injured by stone throwers to hospital."

He said he had been helped to his car by another journalist and taken by a colleague to hospital in Johannesbur.
TV men held on charges of inciting public violence

Two television cameramen arrested yesterday in the Moutse tribal district on charges of inciting public violence are likely to appear in the Groblersdal Magistrate’s Court today, said a spokesman for the South African Police’s Northern Transvaal division.

Brothers Mr. Roger Lucey and Mr. Patrick Lucey, employed by the British agency World Television News, were arrested yesterday afternoon.

The police spokesman said the two were arrested under charges of incitement to commit public violence. He declined to give further details and said the case was still being investigated.

Riots broke out in Moutse, about 100 km north-east of Pretoria, for the first time on Tuesday after a rally against the Government’s decision to transfer the area from Lebowa to kwaNdebele. A 2,000 crowd gathered near Dennilton to protest against the transfer.

Two shops owned by Ndebele people were burnt down and two Putco buses were damaged, said the police spokesman. The crowd was dispersed with teargas and several demonstrators were arrested under charges of public violence, he added.

Sapa-Associated Press reports that Mr. Jonathan Partridge, WTN bureau chief in Johannesburg, said police informed him that the brothers were being held in custody at least overnight without bail.

Mr. Partridge said police regard the incident involving the Luceys, both South Africans, “in a very serious light”. 
Situation in unrest areas ‘close to normal’

Nel tells BBC of SA emergency

The Star Bureau
LONDON — The banning of television crews from trouble spots in South Africa in no way implied that cameramen were acting improperly.

But their mere presence had acted as a catalyst for further violence, South Africa’s Deputy Information Minister, Mr Louis Nel, said yesterday.

In a lengthy interview with Michael Buerk on BBC Television’s Newsnight programme, Mr Nel asserted that since the state of emergency had been imposed, unrest in those areas had declined.

“The situation is now very close to normal in the emergency areas. The number of incidents has decreased dramatically in the Western Cape since the emergency was extended to cover that part of the country,” Mr Nel said.

He added: “We have achieved relative stability in the emergency areas.”

He said that the violence had not been a “natural uprising” of the black people against apartheid. It had been “instigated violence, instigated by the ANC.”

Intimidation

Mr Nel said the Government was saddened by the loss of life. It was a “tragic occurrence.”

But, he claimed, intimidation was continuing in some areas and those behind the violence wanted people to die to “give the impression that the country is not under control.”

He said the Government was committed to a process of measured reform that would include universal franchise.

“But the radical elements are becoming desperate. The ANC does not want reform. It wants to stop reform.”

Asked on the possible release of ANC leader Nelson Mandela, Mr Nel said the Cabinet was united in wanting his release provided he renounced violence.

“To ask a man to renounce violence is to ask him to conform to ordinary civilized norms. That’s all we ask of him.”

Mr Nel said the imposition of sanctions on South Africa would be “immoral” and would hit the black people hardest.

“It is all very well Bishop Tutu supporting sanctions. He won’t lose his job, he’ll still be paid if sanctions are imposed.”
WASHINGTON — Television coverage in the United States of bloody unrest in South Africa has fallen off sharply after Pretoria’s ban on cameras in township trouble spots.

In two of the most violent months before the ban, August and October, the three American networks broadcast 61 reports from South Africa on their evening newscasts.

In November, the first month of the clampdown on media, the total dropped to 20.

“The vivid television images of protest and violent suppression that many believe helped galvanise American sentiment on South Africa have become increasingly scarce,” according to a report in The New York Times yesterday.

Foreign broadcast journalists say they have had to review their approaches to reporting developments in South Africa.

“The South African Government must be pleased. The intensity of interest is not as great, and they feel somewhat more secure that pictures of overt violence have been wiped from the screen,” Mr Michael Gavishon, a CBS producer in Johannesburg, told The New York Times.

Said ABC news anchor Peter Jennings: “Nobody wants to be in the position of saying the ban has worked, but it has.”

Many US newsmen report the camera ban has not lessened the violence, pointing to the 101 township deaths in November, compared with a monthly average this year of 60.

An executive at NBC News, Mr John Lane, visited South Africa this month to discuss the restrictions with authorities. One of his purposes was to protest the uneven application of the restrictions.

“Whoever is in charge locally makes up his own laws. Such is chaos,” he said.

Television coverage has turned to verbal reports or detailed dispatches from correspondents in South Africa illustrated by file material, hi-tech graphics, or interviews with witnesses.

“I think television is coming to realise slowly that however important the picture, there are lots of things we are learning to do without the visual,” said Mr Jennings.

Said NBC anchor Tom Brokaw: “I’m not sure if they thought it would dampen the revolution or just improve their image in the outside world. I’m not sure it’s done either.”
TELEVISION

1986
TV advert plan to break rent boycott

Johannesburg — Television advertisements are being filmed as part of the government's campaign to break the rent boycott and will tell people the amounts they pay for rent, bonds, transport, electricity and water are "quite a bargain".

There will be more than 40 one-minute advertisements, each one filmed in a number of different languages. The scripts name the client as the "Otie Education Authority."  

Last week, the Bureau for Information confirmed it was launching a "multi-media approach to support the educational and information campaigns of local authorities."

The scripts show viewers how their houses or services are supplied. For example, one that deals with electricity shows someone using a lamp and then, through the mouth of an Escom official, "takes us to discover about electricity."

After describing the process step-by-step it concludes: "Now, when you think how expensive such a system is to build, and how many people are employed, you can see that your monthly electricity bill is quite a bargain. But even a bargain must still be paid for."

The advert that deals directly with rents is set in front of "houses of the middle type — neither matchboxes nor mansions."

It concludes: "And so, when you think of all the people and all the materials it takes to build a house, it means that the amount you pay for your bond or your rent is quite a bargain. But, of course, 'even a bargain must still be paid for.'

— Saps
Further increases in TV licence fees on way

Political Staff

The government is talking about increasing TV licence fees again — even before the latest increase to R72 from October 1 becomes effective.

Mr Alwyn Schlebusch, the minister responsible for broadcasting services, made it quite clear in Parliament yesterday that increases are definitely on the way. He just did not say when.

Fees went up in October 1985 from R46.20 to R60 a year and will be R72 a year from October.

Rephrasing the debate on his department's budget vote, he agreed with the MP for Umhlanga, Mr Renier Schoeman, that there was an imbalance between the SABC's income from advertisements and licence fees.

Mr Schoeman said earlier in the debate that the SABC had suffered an operational loss last year of R27 million and that an unhealthy ratio had developed between advertising and licence income — 71% compared with 29%.

Mr Schlebusch said: “Our licences are too cheap and will have to go up, and financial discipline will have to be maintained.”

Mr Schlebusch also announced that the programme to introduce salary parity for all race groups in the SABC had reached its final stages and that R135 million would be needed.

“We are still negotiating with the Minister of Finance, and we have impressed the urgent necessity on him,” he said.

He was sure Mr Barend du Plessis would do his utmost to meet the requirements, but “if the worst happens”, he would do his utmost to get a commitment from him that the last vestiges of disparity would be removed.”
HELOISE HENNING

THE entry of at least six new TV manufacturers into the SA market has sparked concern, because such a development goes against the world trend of rationalisation.

TEK Corporation MD Mike Bosworth said the three world leaders — Matsushita, Thomson and Philips — produced reliable products. The new manufacturers are Microtel, Sanson, Kamar, Domotronics, Grundig and Interelectronics.

The entry of new manufacturers has already dropped the standards set by the TV market because their reliability has not yet been proven, he said.

Safety has become the only government requirement for a set, with no further warranty on technological fidelity.

“If the TV industry is such an attractive business, why is it that other big businesses have not until now climbed on the gravy train? What makes it attractive to the small investors now seeking entrance to the market?” asked Bosworth.

Some of the newcomers said they were able to cut prices by getting components more cheaply.

Besides, there has never been a price cartel. Competition is fierce because there is little differentiation in the product. SATV provides 90% of the front of the package. For the consumer, the other differences are in the knobs and box,” he said.

Since the inception of TV in SA, the market has been rationalised from seven initial manufacturers/assemblers to the present four — Barlows, Tedelex, TEK and Philips.

TEK Marketing Director Richard Ferrar is concerned the image of the TV industry will become “jaundiced” by fly-by-night operators.

“We don’t mind competition, or losing part of our penetration into the market. What we are concerned about is the image of the TV industry as a whole.”

TEK established its R6m plant in East London in 1984 when the rand was worth 9,00. To establish a high-tech factory with rigorous testing facilities for high volume turnout in the present economic climate was impossible, he said.

Ferrar said the components of different TV sets differed little. What was important was the production design and engineering.

The stimulation of the local electronics industry by the reduction in ad valorem tax following recommendations by the Board of Trade and Industry and its desire for import substitution by producing a local TV chassis has opened up the market.

BTI executive Mike Adendorf said the board supported the principle of free entry to the market.

“As the new manufacturers are going to enter the market on their own free will, I presume that they are of the opinion that the market can sustain them.

“The production capacity of the existing manufacturers can probably meet the (present maximum) demand of 300,000 sets a year, but since the selling prices have dropped, shortages of certain sets have resulted.

“If demand stabilises at a figure in excess of present sales, new entrants may well be attracted to the market. Reduction in excise duty enabled manufacturers to reduce prices and they should therefore be able to compete successfully with imports,” Adendorf said.
TV news is ignored by the majority of English-speaking South Africans don't watch TV news bulletins.

Only 39.8 percent of the white audience tuning in to English TV news is English-speaking. The rest are Afrikaans-speaking.

The figure for the number of English-speaking people who watch Afrikaans news is 28.4 percent.

These figures were given at the annual meeting of the FAK (Federasie van Afrikaanse Kunstverenigings) yesterday in Johannesburg.

Dr Andries J G Oosthuizen, a member of the President's Council, said TV was the medium which gave the Afrikaans language the largest exposure.

This was not the case in the newspaper industry, he said. English newspapers had a market share of nearly 78 percent.

"Especially illuminating is the vast influence of English papers on black and Asian readers. Nearly half an English daily paper's readers is black.

"In the case of Afrikaans dailies, the figure for Asian and black readers is less than five percent," Dr Oosthuizen said. "This indicates that black and Asian readers are, in an one-sided manner, exposed to opinion-forming by the English Press. Views through the Afrikaans Press do not reach them."

"And unknown is unloved," Dr Oosthuizen said.
In January, Time magazine photographer, Peter Magubane, was in Leandra covering the funeral of Chief Ample Mayite who had been brutally and publicly murdered by vigilantes. Pent-up tensions exploded at the funeral when a 16-year-old suspect was identified. The suspect fled, but was caught outside his house and hacked to death. The youth's terrified family were barricaded inside and as the mob turned its anger on them, Magubane stopped taking pictures.

"I stood at the door and just kept pushing people away," he says. "One person was already dead. What was the point of another two?" It's a decision every news photographer faces at some time in his career: is the role of the photographer that of the neutral observer, merely recording history, or is he morally bound to intervene to prevent some atrocity?

In his book "Pictures on a Page," Harold Evans, former editor of The Sunday Times, London, explored the issue with this example: "At the conclusion of the Bangladesh war, photographers in Dacca were invited to a "photo opportunity" in a polo field. It turned out to be the bayoneting of Bengalis who were alleged to have collaborated with the Pakistani army. People were to be murdered for the camera; and some photographers and a television camera crew departed without taking a picture in the hope that in the absence of cameramen the acts might not be committed. Others felt that the mob was beyond the appeal to mercy. They stayed and won Pulitzer..."

Magubane ... to shoot, or not to shoot?

The ethics involved are not simple. The accusation that the camera fuels violence is easily countered by the argument that the camera also inhibits excesses.

However, the decision to stop photographing is one that Magubane (54) — originally from Sophiatown — has frequently had to make during his long, highly successful career. At a funeral in Duduza last year, a suspected spy about to be attacked by a mob threw himself at the feet of Bishop Tutu in an attempt to be spared. Magubane took one shot, then stopped.

"Perhaps if I'd been younger, I'd have been thinking of an award-winning picture," he says. "Now I'm older, I thought that perhaps by not taking photos he'd be left alone. In this instance, the victim escaped death and other photographers captured the shot of the man hanging onto Tutu."

A question Magubane has recently been asking is: "Would we keep the camera rolling if a colleague or crew is attacked?" With the killing in KTC last week of TV cameraman George De'Ath by the "widooke," the question is no longer abstract.

As the "widooke" accused De'Ath and his soundman, Andile Fosi, of portraying them as the villains responsible for the plight of the 60 000-odd homeless Crossroads residents, a press card could no longer be regarded as the passport of a neutral observer.

It has always been dangerous to cover unrest. "But recently," says Magubane "it has become scary. People in the townships are now suspicious of the camera." The revenge killing at Mayite's funeral was captured on film and shown worldwide and the killers were easily identifiable. But a stunning news photograph of a riot, rampaging crowd or violence can also be used as police evidence.

"While the kids accept that you're only doing your job, they also now feel photogra..."
Award-winning cameraman George De’Ath, who died from wounds sustained in a panga attack in KTC squatter camp last week, described his feelings about war in an interview with the Rand Daily Mail in 1982. Having just returned from assignment in Beirut, fear and horror of the appalling loss of life were the South African newsmen’s dominant emotions. His words have a prophetic ring.

“For most of the time I was absolutely terrified. When you are filming in a building that is hit three or four times by rockets you start thinking this is it, I’m dead. You do, of course, get the odd cameraman with what we call the French Foreign Legion mentality. They’ll go anywhere and take the most unbelievable risks. It seems they are absolutely fearless.

“I think in the end we all got a bit shell-shocked but there’s something that gets the adrenalin flowing and makes you want to go out there and get the story. The conflict in Lebanon gave the media an opportunity to show war as it had never been shown before. It gave the public a unique close-up view of the horror of war.

“I believe that television coverage played a role in stopping the war in Vietnam because mothers were able to see what was happening to their sons. Perhaps that’s what keeps people like me going.

“If I, through my work, succeed in portraying the nightmare of war, I shall be happy. Whatever the degree of fear, whatever the risks, one feels that if one is able to transmit the message of the utter futility of a war like the one in Lebanon, then it will all be worthwhile.

“I walked round Beirut with a lump in my throat and tears in my eyes. The children ... my God, what can one say about the children? It was just appalling. What shattered me most of all was the ignominy, the horrible loss of identity, the obscurity that accompanies death ... war is my business, but believe me, it is not a matter of drooling in the blood and misfortune of other people. I feel almost duty-bound to portray the horror.”
Television and radio will look for bidders

SABC plans to give private sector a stake

By Michael Chester

New legislation is on the way to allow private buyers to make takeover bids for slices of the SABC’s television and radio networks.

The Department of Foreign Affairs is drafting amendments to the Broadcasting Act which will open the doors to the private sector to negotiate to buy stakes in the running of parts of the state-controlled SABC empire.

Private companies or consortia are likely to find TV a tough nut to crack, but it is expected that several radio stations will be up for sale.

Mr Leon Shirley, head of public relations at the SABC, predicts that the key amendments will be approved by Parliament this session and that talks with the private sector will be under way by the end of the year.

The SABC, which had losses of about R26 million last year, has made clear that it intends to protect its own financial viability and ensure the survival of cultural and educational programmes which it considers valuable to the public but unprofitable as commercial ventures.

Special task units are already studying five aspects of privatisation — spelt out by formal Government guidelines — which the SABC lists as:

• Transfer of certain activities.
• Inviting tenders for more outside contracts.
• Withdrawal from certain activities.
• Collective use of facilities.
• Entering into partnership agreements.

“We’re unlikely to be prepared to sell off all the cash cows — such as TV1 and TV4 and Radio 5 — and be left with only loss-makers”, said Mr Shirley. Television and radio have obligations to the entire community, and we intend to ensure that they are fulfilled.

Money-spinners

“Bidders will be forming queues for the money-spinners, but what about programmes devoted to culture and education?”

“What happens to the National Symphony Orchestra, which costs us R3 million a year? The children’s programmes? University of the Air? We shall be insisting on their survival in any package deals.

“We shall welcome negotiations about privatisation, but the SABC will be totally realistic about staying within its basic responsibilities to viewers and listeners, which also means protection of our own overall viability.

“In many instances we expect that partnership agreements will be the answer in the running of a lot of programmes”.

Mr Shirley confirmed that several private firms have already staked an interest in opening discussions.

He declined to identify them, but it is known that Mr Net, the consortium formed by the big newspaper groups and which launches its own new television service soon, will be among the front-runners when negotiations start.

It is also widely expected that casino and entertainment supreme Mr Sol Kerzner will be in on discussions.”
Press given mystery tour of Soweto

By Mike Cadman

The Bureau for Information took about 20 local and foreign Pressmen on a "mystery tour" of Soweto yesterday.

The Pressmen, most of them Johannesburg-based, were flown by helicopter from Swartkops Airbase in Pretoria to Soweto. They were not told their destination before they got to Swartkops.

After flying over Johannesburg and Soweto, the helicopters landed at Protea Police Station where the reporters and photographers, along with heavily armed policemen, were loaded into two police buses.

A 50-minute tour round the outwardly peaceful streets of Soweto followed — but reporters were not allowed to alight.

Some cameramen peered out of the doors, but others had to squint through the heavily meshed windows. Some expressed their dissatisfaction with the arrangement.

"First time I've attended a Press conference in a cage," quipped one reporter.

In the back of the buses lay plastic crates bearing the information: "Cart riot tear 37 mm" (referring to 37 mm tear gas shells).

When the buses returned to Protea, journalists climbed back into the helicopters, flew over Johannesburg, and were taken to Swartkops so that they could return to Johannesburg by car.

The "tour" was announced at the 11 am Bureau for Information Press conference yesterday, but reporters were not told of the destination or format of the tour.

It was the first time the media had been officially allowed into a township for the purpose of reporting since the Commissioner of Police slapped a ban on all unrest reporting.
INTERNATIONAL TV cameraman George De'ath died because he wanted just one more picture.

He stayed on in Cape Town's smoldering KTC squatter camp when other newsmen headed a warning to pull out.

The Johannesburg-based freelance cameraman died in Groote Schuur yesterday from panga and axe wounds he received on Tuesday.

He is the first foreign correspondent to die on assignment in South Africa—a country newsmen say has become just as dangerous as the war zones of Beirut, Vietnam and the Falklands.

Mr De'ath, 34, was admired by other photographers and journalists as an experienced and professional cameraman, but colleagues say he should have known better when he was warned to quit the squatter camp.

"George just stayed in the belief that all journalists have—'It won't happen to me, I am immune'," said a close friend, Miss Heather Allen.

COURAGE OF THE MAN BEHIND THE LENS: PAGE 3

DEYSSEL

DETAINED

"But George being a freelancer went where the news was. He had to work today because there might not be any jobs tomorrow." Miss Allan said Mr De'ath had decided to pull out of news coverage.

Dutch journalist Mr Wim de Vos, a cameraman for the CBS Network in America, has been told to be out of South Africa by Tuesday. Two other American TV crews were detained briefly under the emergency regulations.
Media curbs in full sway

By EVELYN HOLTZHAUSEN
London

FOREIGN journalists who fear imprisonment, heavy fines and deportation under South Africa’s new state of emergency regulations have restricted their reports.

It has also been reported here that journalists working for foreign media have been “advised” to hire legal experts to interpret the new emergency regulations.

“We are not kidding,” said Mr. David Steward, Director of the Bureau for Information, at a press conference.

He said the Ministry of Law and Order was already investigating possible violations of the curbs.

In Britain most newspaper space relating to South Africa has been given to the sanctions debate and to restrained reports of the meeting between Bishop Desmond Tutu and the State President, Mr. P.W. Botha.

Confiscations

Most newspapers carried a paragraph explaining that emergency censorship rules forbid the publication of “subversive statements” that could incite the public to oppose provisions of the emergency.

Police raids on South African newspapers, the Weekly Mail and the Sowetan, have also received wide publicity.

Meanwhile 16 people were arrested outside the South African embassy in London on Friday night.

They were taking part in the 58th day of a picket against apartheid. The picket is planned to continue until the release of ANC leader Nelson Mandela.

A Scotland Yard police spokesman said the 16 had been arrested and charged with a “public order” offence.
Millions see
Wits whippings
— but not SA

Millions of overseas television viewers have seen films of police whipping students during last Friday's clashes at Wits University — but SABC-TV has screened none of them.

Yesterday The Star saw one of the films taken by foreign journalists and broadcast to countries worldwide.

The film showed police whipping students, many of them young women, with sjamboks. At least one student was being bitten by a dog and whipped by a policeman at the same time.

STUDENTS COWERING IN STREET.

In the second clash of the day, about 30 students sat down in Jorissen Street, Braamfontein, after being stopped by police. They had tried to march to Hillbrow police station.

Viewers saw police approach them and tell them to disperse. They refused. A few seconds later a group of police were seen sjambokking students who were lying and cowering on the street covering their faces and heads.

Viewers heard the students screaming, one shouting repeatedly: "Help me!"

Another girl, who viewers saw being whipped repeatedly by several policemen, was arrested and pushed into a van. She and others were crying hysterically.

Another part of the film showed a student throwing a stone at a group of policemen on the campus who then chased him and fired teargas.

These particular pictures were accepted by more than 100 countries which together service 400 foreign networks.

The editor of TV1 news, Mr Robert Stevenson, said the reason the SABC showed no pictures of the clash was because their cameraman arrived at the scene late.
M-Net has its eye in the sky

By Michael Chester

The Press consortium behind the new M-Net television pay channel has created a R60 million cash pool to pour into the service in a bid to outshine SATV.

M-Net also plans to beam broadcasts via eye-in-the-sky satellites to project the new service into the future.

Though orthodox air-wave networks will be used on the initial launch, M-Net has already laid strategic plans to bounce broadcasts off an Intelsat satellite within the next two or three years — spreading the service to the most remote corners of the country.

SATELLITE LINK

It is envisaged that by the early 1990s an even bigger Dynamic Broadcasting Satellite link will be in use, carrying not only TV services but also linking private homes into radical new electronic communication services.

Mr Tony Vosloo, chairman of Media Network, is convinced that M-Net, as a private sector venture divorced from politics, will have far more success than the state-controlled SABC in negotiating contracts to run TV programmes produced overseas.

"While the SABC is strapped into contracts that mean its films from overseas are at least eight to 11 years old before they are on SATV screens", he said in an interview, "M-Net will be running with block-buster movies that are barely eight months out of the big overseas studios."

*See Page 25.*
New profit for 15 out of 20 dailies

The Competition Board, in its probe into the Natal Mercury and Argus chains, has revealed that a mere five out of the 20 daily newspapers in South Africa are likely to show any profits at all.

Experts were also surprised when experts suggested that in fact there were only five newspapers in certain areas, such as the Witwatersrand, where more than eight were making a profit.

The Competition Board turned its attention to an economic dilemma that spread beyond the Natal Mercury and Argus chains and engulfed the entire Press world.

Among the revelations collected in evidence:

The slice increased as commercial data expanded from TV1 to the launch of TV2, TV3, and TV4.

On top of that, SABC radio was now using the resources of more and more local stations — plus the spread of advertisements to the reshaped radio services — to compete with TV2, TV3, and TV4 for the advert expenditure of small advertisers.

Rook-and-drag advertising, distributed free to customers and packed with advertisements, were a new development in the battle for advertisers.

In a forlorn escalation in newspaper production costs, the price of newsprint — the most significant single raw material expense — had increased in only five years from R100 to R170 a ton.

Prices of such items as printing ink and plates for the presses had also spiralled with inflation, weak rand exchange rates, and new technology.

Distribution costs had soared along with higher transport costs.

Much of the capital equipment needed for the industry had to be imported — and the high import surcharge as well as swingeing exchange rates.

The Competition Board weighed the problems and put in a significant report cited in its final report. Problems inside the Press were exacerbated not only by prevailing economic conditions but also by the limits that had bound newspaper companies back from diversification into the electronic media.

It also blamed the prolonged chronicle from the electronic media for accentuating the degree of concentration in the newspaper industry — an issue still triggering with controversy.

Organisers are to take measures to address the problem of emerging financial problems, a short-term solution.

The number of good has failed to the meeting point.

Close down occasional meetings to four
Deep SA coverage replaced daily 'bang-bang' visuals

TV ban did not stop violence says study

The Star Bureau

WASHINGTON — The blackout on television cameras in South Africa's unrest areas provided "incontrovertible evidence" that TV coverage did not produce violence, a new United States study has found.

The camera ban also initially deterred US news networks but then created a different, deeper coverage of the country's problems on television news, a study by New York University's News Study Group found.

Focus changed

The study is carried in the "mass-circulation US TV Guide."

The study monitored the mainstream CBS, NBC and ABC networks three months before clampdown and during three months of it.

Immediately after the camera ban on November 2, the networks concentrated on news about the order itself — "television was devoting less time to riots and deaths than to its difficulties trying to cover them…"

"In the first three days following the ban, CBS evening news devoted 10 minutes and 30 seconds to South Africa, almost all of it on the ban," the study said.

Pretoria's tactics worked, however, in the first weeks of the prohibition. November was one of the bloodiest months in South Africa last year, with 101 people killed. In December 92 died: "So much for the official claim that the cameras cause the violence," it said.

By late November, the networks embarked on different coverage. In December, the three networks' coverage more than doubled that in November. December's air-time was also 35 percent up on October's.

The networks were going beyond violence into "previously untouched analyses of attitudes and causes," it said.

"By the beginning of this year, the networks were digging into the roots of South Africa's unrest. As ABC's (anchorman) Peter Jennings said to us, the coverage had begun to shift from daily 'bang-bang' visuals of violence to deeper, more analytical journalism," the study group said.

"In March, the government announced it was lifting its ban on camera coverage. The networks, however, say they're still impeded by police."

While Pretoria may have won some early victories through the camera ban, the study concluded, it "may have lost the news war" by challenging television's freedom.
THE MINISTER OF TRANSPORT AND OR.

[Text is not legible due to low quality and handwriting]
Reforms: PW Botha gives blacks assurance in TV 'hard-sell'  

By David Braun, Political Correspondent  

CAPE TOWN — The State President, Mr P W Botha, took time on black television stations again last night in the latest phase of the Government's hard-sell campaign to promote its reforms.  

The Government needed to discuss solutions with all black leaders in a peaceful atmosphere, he said. 

Legislation would be presented to Parliament soon to enable all leaders committed to peaceful solutions to join him around the negotiating table. 

Mr Botha's television appearance comes after a national newspaper advertising campaign. The next phase of the campaign is to be the distribution of leaflets. 

Mr Botha started his address on TV2 and TV3 by saying that he wanted to assure black fellow South Africans that the Government knew of their problems and their aspirations. 

"We are aware of the economic problems which beset you. We are aware of your housing problems and of the problems which you are experiencing with the education of your children," he said. 

"We know of the anguish caused in your society by radical intimidation and of the frustration you experience as a result of some outdated bureaucratic practices. 

"We are particularly aware of the problems which were caused by the pass system and by influx control. That is why I have dedicated my Government to the process of political, social and economic reform and development." 

Mr Botha said the scrapping of influx control did not mean everyone should move to the cities. The Government would launch a development plan to make rural areas more viable. There was not enough work in urban areas for all.
Stofberg claims Shaka will be epic loss for SABC

PARLIAMENT — Mr Louis Stofberg (HNP-Sasolburg) said today he had good information the SABC's epic production, 'Shaka Zulu,' would run at a loss of between R100 million and R200 million.

Speaking during the Second Reading debate on the Broadcasting Amendment Bill, he said the film was the largest and most expensive project ever undertaken by the SABC. The SABC was incurring heavy penalties for, among other things, late delivery to the distributors.

The Deputy Minister of Foreign Affairs, Mr Ron Miller, would have to explain this.

Mr Stofberg also asked why the HNP newspaper Die Afrikaner, and the CP's Die Patriot were not given shares in the M-Net Press consortium to run subscription television. — Sapa
The faces behind news footage of township trouble

LONDON — Sharon Sopher, an independent television producer, went to South Africa commissioned by an episcopalian church magazine to write an article on Bishop Desmond Tutu. She ended up making one of the most heart-rending documentaries to have come out of the country, “Witness to Apartheid”, shown on Channel Four Television here on Saturday night.

Sopher intended to return eventually to make a film on apartheid. “But within two days of getting there, I met Bishop Tutu and the Reverend Beyers Naude, and they both encouraged me to film immediately. “There are 200 journalists here, yet there is a story that’s never been told,” Bishop Tutu said to me.”

That story is largely about the black children of the townships. “What you see on American television about South Africa is riots in the streets, demonstrations and police action. People watching it treat it as a place where children get tortured, where children go missing and their parents are never told where they are, where 11-year-olds are kept in prison, where an entire school population of 800 children is picked up by the police.

TALKING ABOUT THEIR LOSS

“When we interviewed the parents of a 15-year-old schoolboy who had been shot and killed, I thought of how many times on television I had seen footage of funerals yet I had never seen a single family mourning, grieving, talking about their loss.”

She was in South Africa when the government announced its intention of abolishing the pass laws. “I knew that this would be seen as a major reform in the United States. But in the townships I didn’t see a single black rejoicing.

One told me: They can do away with the pass books but if there are soldiers occupying my township, if I still have to live in a township, if I can be picked up in the middle of the night by Security Police, if I can be tortured, if I can be killed, what’s different?”

Most of the filming was completed in less than a month—the period of her visa — towards the end of which she and her crew were arrested and questioned for some hours. Some footage, however, was shot later, clandestinely, after she left.

She is reluctant to describe the help she received during the filming, or how she got her film out of the country. Some people, she hints, are already in trouble because of their participation.
Annex B

Two years and longer.

As of December 31, 1994, the total number of employees engaged in the services of the Government is 3,767, including 1,458 in the Department of Finance, 1,077 in the Department of Foreign Affairs, 466 in the Department of Justice, 324 in the Department of Health, 169 in the Department of Education, 126 in the Department of Environment, 91 in the Department of Labor, 80 in the Department of Industry, 72 in the Department of Agriculture, 60 in the Department of Trade, 59 in the Department of Regional Development, 57 in the Department of Science and Technology, 57 in the Department of Housing, and 56 in the Department of Transportation.

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SA to lodge protest over documentary

LONDON — The South African Embassy here is to protest to a TV station which intends screening a documentary about township violence filmed secretly during the state of emergency.

Channel Four, an independent station, confirmed today that it would broadcast Witness to Apartheid at prime time on April 19.

It was filmed by freelance producer Miss Sharon Sopher, and Channel Four says it contains "harrowing footage" of police action.

Miss Sopher is said to have had the co-operation of the ANC during her undercover operation. She did not have permission to be in the townships and was briefly held for questioning by the police.

The film includes an interview with an undertaker who claims that, between May and September last year, he buried 34 black children, all with multiple bullet wounds.

An Embassy spokesman said a protest would be lodged "but concrete steps have not yet been decided."

The Embassy is likely to launch an all-out attempt to stop the broadcast.

It is not likely to succeed. British TV stations fiercely defend their right to broadcast what they like.

The main independent network, ITV, once defied "extreme pressure" from the British Government and showed a documentary about a Saudi Arabian princess who was beheaded for having sex with a commoner.

Saudi Arabia broke off diplomatic relations, and it took the Foreign Office years to repair the damage.
War in the air

A new battle could be joined on the television front when Swazi TV switches on its new, more powerful transmitter in April for the coronation of Crown Prince Makhosetive.

The beefed-up transmission of Swazi TV, while having the desired effect of covering all Swaziland, could have the undesirable result (for the SABC, that is) of spilling over into SA, where, it is estimated, it could be received by up to 250,000 television sets.

The station also has plans to install two more transmitters at undisclosed sites in Swaziland.

An official statement from Swazi TV says it has “spent a seven-figure sum” on new equipment including a more powerful transmitter to be installed on the highest mountain in the country.

“This is to improve signal quality and maximise coverage in the rural areas, particularly for the coronation,” says the statement.

A Swazi source confirms that a new 10 kW ERP transmitter is being installed and will be transmitting by April 15. The site is at Bulembo, about 100 m from the SA border in north-west Swaziland.

Long range

The transmitter is designed to broadcast over a radius of 150 km but with high gain aerials, like those already used by PWV residents to receive Bop TV, the signals could be received at a range of 250 km.

But, the source said, no one knows exactly what the spillover will be. “The signal strength is totally unpredictable.”

The official statement says: “There has always been spillage into the eastern Transvaal and northern Natal and we can only assume that a more powerful transmitter will increase this.”

The spillover is “purely incidental” a Swazi TV spokesman tells the FM. “Our intention is to ensure that all of Swaziland receives a quality signal for the coronation.”

Financial Mail March 26 1986

He adds that SABC is fully aware that the overspill is not intentional. “Swaziland is so small there will always be spillover. But we will be happy to accept advertising from SA.”

The new signal will be compatible with SABC’s PAL system. Until now Swazi TV has been broadcasting a non-standard signal, requiring SA viewers to convert the sound system on their TV sets.

Response from the SABC is low-key. “As long as it falls within the requirements of the International Frequency Regulation Board and does not interfere with our signals, we are perfectly happy,” says a spokesman.
SA orders TV reporter to leave

A West German television reporter told yesterday he had been given seven days to leave South Africa and would seek help from his country's embassy.

Mr. Albrecht Heise (47), told reporters he had been summoned to the Department of Home Affairs in Pretoria yesterday and handed a letter which said his work permit would not be renewed, but gave no reasons.

Mr. Heise, who works for the ZDF German television channel, said he had been on a temporary assignment in South Africa since last October, and had applied for an extension of his work permit which expired on January 18.

Relations between Pretoria and foreign television crews are strained and Minister of Home Affairs Mr. Stoffel Botha earlier this month ordered the expulsion of three members of the American CBS television network. CBS had transmitted tape of a funeral in a black township after police barred cameras.

Mr. Botha reversed his decision after CBS had given assurances that it was not determined to break South African laws. (Reuters)
Trio's expulsion order set aside

CBS TV news crew to remain in South Africa

THREE staff of the American news network, CBS, will be allowed to remain in the country after the cancellation of their expulsion order by Home Affairs Minister, Stoffel Botha.

The expulsion order was withdrawn yesterday afternoon after two days of representations by a CBS delegation to Botha and the Deputy Minister of Foreign Affairs, Louis Nel. Botha had threatened to expel the staffers after alleging that CBS had contravened a police order, subsequently ratified by the Supreme Court, in covering a funeral in Alexandra.

Botha and David Bukshaun, a senior CBS official, who represented staffers Bill Mutshmann, Wilm de Vos and Allen Pizzey issued a joint statement after talks which were described as "good and amicable" by Nel.

The statement said: "The police order precluding the taking of television equipment and cameras into Alexandra was made the night before the commemoration service was due to begin.

"The order was not in existence when CBS News and other news organisations made an application to the Supreme Court on the evening before the funeral.

"The Supreme Court, recognising the validity of the police order, dismissed the application by CBS News and the other television networks to confirm their right to take camera equipment into Alexandra on 5 March 1982 to photograph the funeral.

CBS News obtained videotape material of the funeral from an undisclosed source, being aware that the taking into Alexandra of the equipment used to film the funeral, might have been illegal.

It added: "CBS News, without admitting that it had willfully broken any law, concedes that the South African Government could have had grounds to regard this action as a defiance of a South African court order.

"CBS News expressed its regrets for any misunderstanding on its part.

"Mr Bukshaun also gave the assurance that CBS News will in future, as far as possible, ensure that material obtained and used by them from whatever source, is not tainted with illegality.

"He furthermore stressed that CBS News policy standards are aimed at ensuring that the presence of CBS News personnel in situations of unrest does not add to the problems encountered by those charged with maintaining order.

"The Minister accepted these assurances and cancelled the orders of removal."

Asked if the agreement amounted to an apology from CBS to the government, Bukshaun said: "You can read into the statement what you will. "The policy of CBS stands and CBS personnel adhere to that policy."

Bukshaun refused to speculate on what CBS action would be should the network be faced with a similar situation in future.
CBS newsmen to be allowed to remain in SA

Mercury Correspondent

CAPE TOWN—Three staffs of the American CBS news network will be allowed to remain in the country following the cancellation of their expulsion order by Minister of Home Affairs Steffen Botha.

After two days of representations by a CBS delegation to Mr. Botha and Deputy Minister of Foreign Affairs Louis Nel, the expulsion order was withdrawn yesterday afternoon.

Mr. Botha had threatened to expel the staffs after alleging that CBS had contravened a Court-ordered police order by covering the recent mass funeral in Alexandra.

Mr. Botha and Mr. David Boikhaan, the senior CBS official who represented staffs Bill Mutschmann, Willem de Vos and Allen Fieseley, issued a joint statement after talks described as “good and amicable” by Mr. Nel.

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Some media restrictions stay — new curbs feared

By David Breier
Political Staff

The state of emergency restrictions on the media have been dropped but reporters are still subject to curbs in reporting on unrest.

Further restrictions are widely expected to be built into the Public Safety Act.

While the state of emergency has been lifted, troops will still be used to help control unrest.

Mr. Louis Nel, the Deputy Minister of Information, said that with the lifting of the partial state of emergency this week restrictions on media coverage of unrest in areas governed by the state of emergency also lapsed.

He suggested that other legal provisions applied to the media, but he declined to detail them.

A police spokesman said it was illegal for the public to interfere with a policeman in the course of his duties.

If a reporter was asked by the police to leave the scene of unrest, he was obliged to obey such a command, the spokesman added.

The Defence Force had helped the police in unrest situations long before the state of emergency. He said the co-operation between the police and the SADF would continue.

Mr. Peter Gastrow, chairman of the Progressive Federal Party and an advocate, said the police could erect barriers around an area in the course of their duties.

Any person who tried to break through the barrier could be charged with interfering with the police in the performance of their duties.

Mr. Gastrow predicted that more specific bans on the media in unrest situations would be built into the Public Safety Act.

Mr. Louis le Grange, the Minister of Law and Order, said this week that amendments to the Act were being drafted and were likely to be presented to Parliament this year.

The Government's main problem has been with cameras, especially TV cameras. Government spokesmen are adamant that the presence of cameras incites people to commit more violence.

However, others say the real reason for the ban is that TV coverage of riots has led to adverse overseas reactions.

The only other restriction applying to reporters now is the police agreement with the Newspaper Press Union. This is not a statutory regulation.

In terms of this agreement, accredited newsmen with Press cards are obliged to report to the senior police officer at a scene where the police are active.

However, Mr. Andrew Torrington, chairman of the Foreign Correspondent's Association, said he was unaware of any such agreement for foreign journalists accredited with the Bureau for Information.

He said they were subject to the laws of the country in which they operated.
Packing up will be big wrench for expelled
Alex newsman

THE THREE senior staffers of the American CBS television network—including bureau chief Mr. William Muthmann, 61—ordered by the government to quit South Africa by midnight on Sunday, have deep roots in this country.

Mr. Muthmann, Mr. Wil de Vos, 60, and Mr. Alan Pinney, 50, were served with expulsion notices on Friday.

They alleged that some of this week's events of 37 Jews victims in Argentina.

It was later disclosed in the United States.

But they will have an opportunity to appeal in court. Their appeal has been informed they will be appealing to the high court.

Mr. Muthmann said, "Mr. Pinney, a Canadian, is the only one of the trio with a wife and two who does not own a house.

A frequent visitor to South Africa, is a television anchor, and has been living for nearly eight years.

Injuries

Mr. de Vos, a South African, with his brother, have been in South Africa for 15 years and own 46 (TRANSLATION) house.

Their children, the youngest about three years old, were all born here.

Mr. de Vos, whose fingers were broken in an afternoon with police in the Cape last Saturday, is a permanent resident in South Africa. He worked for the South African Broadcasting Corporation about two years ago and now owns his own information company here.

In addition, he is employed in an English-speaking, 46-year-old who has been in South Africa for 15 years.

He owns his own aircraft, a Beechcraft, and flies from his home to Pretoria.

I want to see things right now," he said.

Veteran

"You been in Africa for 15 years. I've covered the various independence, the Angolan Independence, the Mozambican Independence, you've seen all the independence, you've seen all the independence, you've been there in black Africa. I have a great affection for Africa. I've been there, and with black and white.

"I would miss it very much," Mr. Pinney said. "The Black of Africa is the people who have let it go, the people who have let it go, the people who have let it go.

"There is no one able to move together, and Bill has been on this thing. He has to stay behind.

Mr. Muthmann was reluctant to comment on either the government's actions—"Mr. Muthmann is the only one of the trio with a wife and two who does not own a house."

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Top CBS television men told: Get out!

By David Braun and Bruce Cameron, Political Staff

CAPE TOWN — In a new crackdown on the foreign media yesterday the Government served expulsion notices on three senior newsmen working for overseas groups.

The men, who work for the United States CBS television network, have been given until midnight on Tuesday to leave — but their appeal to Minister of Home Affairs Mr. Stoffel Botha on Monday was rejected.

They are CBS bureau chief William Schumack, Mr. Alan Pinsky, and Mr. Ken de Vries.

Mr. Botha's action is the latest in numerous clashes between the Government and foreign media who have worked in South Africa for more than one year.

In a statement yesterday, Mr. Botha said the notice was a direct result of the screening on the CBS network of the film "Apartheid" on Wednesday. The Government had banned television cameras.

It was particularly aimed at the film because the country before the film's release was party to an unworkable court application to set aside the ban.

Mr. Botha added that he was clear from a Washington newspaper report that CBS was already in consultation with South African authorities in regard to obtaining film material.

Under these circumstances, he said, he felt compelled to expedite the decisions.

But he said he was prepared to receive representations from them on why the decision should not be implemented.

Cricket fever

By Dan Side

CAPE TOWN — Cricket fever is expected to break out in the Cape today when the 60,000 spectators expected to jam Newlands to watch the South African squad exercise their newfound authority over arch-rival West Indies in the first Test of the cricket season.

Wittingly or not, the four-day match to win the trophy from Trinidad for the first time in four seasons, raised hopes of triumph yesterday with an opening innings of 370 for five. And WP Cricket Union spokesman Kevin Cummins said the spectators "come flocking nowadays."

Bizarre dingo case on TV tonight

By Janine Walker

Australia's best-known and most bizarre murder trial, the subject of a film to be screened on Top TV at 8 p.m. tonight, is a story which shocked the world — that of a 40-year-old dingo in Australia almost six years ago.

The case is an odd one, and controversial even in its inquir, conducted by the Northern Territory government, which last week decided that Michael and Lindy Chamberlain's guilt of murder — and that of the baby daughter — was established beyond reasonable doubt.

In the award-winning Australian author and journalist Frank Moorhouse presents a personal view of the events in 1980. It is also looks at the intriguing incident
Police will not get wide powers

Political Correspondent

CAPE TOWN — New powers proposed for the police would not give them anywhere near the sweeping authority given them under the state of emergency, police sources said here.

But it does seem likely the Government will introduce measures to restrict audio-visual media in circumstances in which unrest could be fanned.

The sources said various security laws would be reviewed with a view to “improving” them after the state of emergency was lifted.

In the meantime, the police had sufficient powers at their disposal in terms of various laws.

All that was basically needed was legislation providing for the selective restriction of the media.

The lifting of the state of emergency has led to widespread fears that the police would be granted new powers.

Some people suggested that in effect the police could, if granted extra authority, impose a state of emergency nationwide in all but name.

Proposed legislation adding to police powers will be introduced later this session.
WASHINGTON — One of America's top four television news networks, CBS, last night beat the South African Government's ban on cameras in troubled areas and broadcast scenes of yesterday's mass funeral at Alexandra.

The scenes showed coffins lined up in readiness for burial and crowds of weeping mourners.

The programme's anchor, Dan Rather, explained to viewers that the film had been obtained "outside South Africa". He provided no further details.

The film, accompanied by sound recording, appeared to have been made quite openly. The scenes it depicted were at times filmed from a height above the mourners, where the camera crew probably would have been exposed to view.
US TV shows funeral scenes

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The South African Broadcasting Corporation was found not guilty by a Johannesburg magistrate yesterday of illegally screening pictures of two convicted prisoners.

Passing judgment, Mr R E Laue said the evidence given had not proved the corporation's guilt.

The SABC, represented by its editor-in-chief of public affairs, Mr Izak Schalk Willem Burger, pleaded not guilty to the charge.

The SABC was accused of televising the photographs of convicted prisoners Hendrik Gerardus Jacobz and Jacob Daniel Viljoen on the TV1 programme "Polis", on June 11.

The photographs were published more than 30 days after their conviction and without the permission of the Commissioner of Prisons, according to the State.

Jacobz and Viljoen were convicted on June 13, 1983, of terrorism and sentenced to 15 years' jail.

Mr B Roux, defending, said there had been no evidence given regarding the 30-day time period.
Media Interests in SA Wanes

Protests facets to keep unrest off the front page seems to be working.
SABC gets set for big programme reshuffle

The Star Thursday February 13 1986

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