

PUBLIC SECTOR - GOVT. - STATE ENTERPRISE

1995

JANUARY - MAY

# WORLD MARKETING

Electronics is the buzzword for 1995, says IBA

# Broadcasting Set to boom

Shaw 7/1/95  
(260)

"THIS is going to be the year of broadcasting," proclaims Independent Broadcasting Authority councillor John Matisonn.

He has got a point. Although there will be significant developments in the print media this year — such as a fierce turl-battle between Avrgns and Times Media Limited and the introduction of new international magazine titles to the local market — the evolution of South Africa's electronic media is bound to have the most profound impact on the marketing industry and general public.

This year, issues such as the funding of the SABC, the future of the Bophuthatswana Broadcasting Corporation, the rules which should pertain to cross-media ownership and local content, as well as the degree of regulation on direct-to-home satellite broadcasting, will come to a head.

These matters will, of course, have to be resolved before new commercial television and radio licence applications can be entertained — Matisonn will not be drawn on whether this is likely to

BORED by the same old TV and radio programmes? Don't worry. Soon you'll be switched on by a broadcasting explosion like the country's never seen or heard, says the IBA. LOUIS DE VILLIERS reports on the evolution of South Africa's electronic media.

happen this year or the next. No matter that new commercial licences are unlikely to be awarded this year — through the granting of community radio broadcasting licences and the advent of the PAS4 Ku-Band satellite, listening and viewing choice will increase drastically.

A total of 170 applications for community radio licences and 30 for television have been received.

"We are going on a community radio blitz in February," says Matisonn. "The granting of these licences will affect the lives of hundreds of thousands of people. Apart from all the jobs which will be created, a number of languages — such as Chinese and Shanghaan — will for the first time be heard on South African airwaves. There will be more Afrikaans, and more kinds of Afrikaans.

"The granting of community licences is important. They signify that the IBA's intention of

ensuring that one person, broadcaster or government will never again determine what goes on air is being implemented. The monopoly is being broken."

A continuation of white privilege in this area, however, would seem to be indicated by the sale by Sentech of 39 fairly powerful transmitters to right-wing groups as scrap metal some time ago.

This means that despite the IBA's efforts to regulate with an even hand, white rightwingers are technically in a far better position than members of historically disadvantaged communities.

While firms gearing up for the sale of small satellite dishes are making all sorts of claims about the services which will be available on the PAS4 satellite, Matisonn cautions that there is no clarity whatsoever on the satellite issue.

The satellite programme has already suffered a setback. The PAS3 satellite, which was des-

tined to serve Latin America, was destroyed 120 km above the Earth's surface after a breakdown in communication between ground and on-board computers.

IBA broadcast policy analyst Amos Valakazi, who witnessed the abortive launch in French Guiana, says "This launch was given a 96 percent success rating, yet it failed. Other launches, which had ratings as low as 66 percent, were successful. So it goes."

The PAS3 crash, says Valakazi, will cause a delay of about four months in the launch of the PAS4 — which means that the southern African hotbed might become operational only by November.

That will give the SABC a bit of breathing space. It's an open question whether the SABC will be able to compete in an arena where viewers and listeners have a wide range of choices.

Matisonn will not be drawn on the subject. However, when he was interviewed before his installation as IBA councillor, Matisonn noted that the Australian/Canadian/British and American public service broadcasting models were not the only ones which should be borne in mind



Big changes in store in new year

BROADCASTING EXPLOSION COMING:

Shanghaan and Chinese will be among the languages heard for the first time on South African airwaves as community broadcasting takes off this year, says IBA councillor John Matisonn. Besides many new local radio stations, the advent of the new PAS4 Ku-Band satellite will greatly increase the choice of viewing and listening.

PHOTOGRAPH: TILLEMONT



# Iscor plans to raise R1,25bn



260

CT 11/195

By AUDREY D'ANGELO  
Business Editor

A RIGHTS issue is among options currently being considered by Iscor to raise R1,25bn. The money is needed to fund its share of projects including the Saldanha smelter.

Announcing this yesterday MD Hans Smith stressed that "the proceeds of an equity issue will not be used to redeem debt but to fund growth.

"We are talking to our major shareholders about funding and will make a formal announcement within the next few weeks on the equity issue and other possible ways of funding these projects."

In addition to a 50% shareholding in Saldanha Steel, projects already announced include the conversion of the Pretoria works to a stainless steel operation, the acquisition of 100% of Tosa Seamless Tubes and of Cullinan Refractories, and a 50% shareholding in a Durban stainless steel billet plant.

Smith said indications were that the projected internal rate of return for the projects combined should amount to 12% after tax in real terms.

Analysts say prospects for Iscor are good in the coming year as the worldwide recovery pushes up demand for iron and steel.

## Capital needed for projects

A statement issued by Iscor yesterday said earnings for the six months to December 31, 1994, which will be announced soon, should again reflect substantial growth compared with the corresponding period in 1993.

"The improvement in cash flow in the half-year is expected to exceed the R401m obtained in the previous full financial year, despite the negative effect of the Newcastle blast furnace burn-through," Smith said.

He said the company expected improved earnings for the next two financial years based on the domestic economic recovery and higher demand for steel.

Strict guidelines in respect of Iscor's funding strategy had been laid down. The current unspecified debt as at December 1994 would be repaid over the next three years after servicing all maintenance capital and productivity improvement capital relating to current operations.

Debt would not be a permanent part of Iscor's funding structure

and fund borrowed for a specific project would be based on a realistic repayment programme taking all business risks into account.

Jacques Lickard of the Johannesburg office of Davis, Borkum, Here said Iscor shares, which traded yesterday at 467c, were coming up towards a truer reflection of their value but are still undervalued by the market.

"It was an impressive company with a lot of integration sitting in the system".

It was one of the biggest coal mining companies in SA "bigger than Gold Fields of SA coal division. It sells coal to Eskom, and produces its own coke."

It was one of the biggest exporters in the world, selling iron ore and steel to many countries, and had zinc interests.

And it had a very efficient marketing operation.

David Sylvester of the Cape Town office of Frankel, Pollak, Vinderine, said Iscor was a cyclical share subject to quite big swings "It was 60c not awfully long ago."

It still had a lot of small shareholders and was very tradeable, with large volumes changing hands. "It is attractive in terms of what it is doing to beneficiate stainless steel.

"Steel is on the uptrend and Iscor is marketed well overseas."

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# Iscor moots rights issue to fund plans

BD 11/1/95

(260) (1877)

STEEL producer Iscor, which requires R1,25bn to fund recently announced projects, is to discuss a possible rights issue with its major shareholders

MD Hans Smith said yesterday the steel conglomerate would make a formal announcement within the next few weeks on the equity issue and other possible ways of funding the projects.

Iscor would also take a 50% shareholding in a 100 000-ton-a-year stainless steel billet plant in Durban to exploit the long products market. The venture would need a fixed capital outlay of R80m and would be sited at the McWillows factory in Durban. Smith declined to disclose the identity of the other shareholders.

Projects already announced included a 50% shareholding in a R3,6bn steel mill at Saldanha Bay (a joint venture with the Industrial Development Corporation); the R100m conversion of the Pretoria Works to a stainless steel operation; the R177m acquisition of Tosa Seamless Tubes from Dorbyl; and the R40m acquisition of the

MICK COLLINS

remaining 50% of Cullinan Refractories.

"Based on the individual feasibility studies, indications are that the projected internal rate of return for these projects should amount to 12,5% after tax in real terms," Smith said.

The proceeds of the equity issue would not be used to redeem debt, but to encourage growth. Debt would be redeemed out of the operating cash flow of each particular business. "We have laid down strict guidelines in respect of Iscor's future funding strategy. The debt as at December 1994 will be repaid over the next three years, after servicing all maintenance capital and productivity improvement capital relating to current operations."

Debt would not be a permanent part of Iscor's funding structure and funds borrowed for a specific project would be based on a realistic repayment programme which took all risks into account.

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## Iscor

(1877) (260)

BD 11/1/95

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In a preview of half-year results to December, Smith said earnings should again reflect substantial growth for the period compared with the corresponding period in 1993. The improvement in cash flow in the six months was expected to exceed the R401m in the previous full financial year, despite the negative effect of the Newcastle blast furnace burn-through.

"Our expectation that earnings for the next two financial years will improve is based on the domestic economic recovery and higher demand for steel during 1995 and 1996. The reconstruction and development programme will fuel steel demand

for infrastructural and housing applications. We also expect export markets for all Iscor products to remain buoyant.

"Focus on cash management, cost containment and productivity improvement programmes are part and parcel of Iscor and this will continue to enhance the quality of earnings," he said.

Market sources said the equity issue would be well supported as Iscor had put a lot of "spade work" into local and overseas road shows. Also, the removal of restrictions on foreign shareholdings should make the offer attractive to overseas investors.



# BBC <sup>(260)</sup> *somefan 16/11/95* spurns merger

By Joe Mdhlela  
Political Reporter

THE Bophuthatswana Broadcasting Corporation will resist any attempts to have the station incorporated into the South African Broadcasting Corporation, MEC for public broadcasting and information Mrs Rian de Wet has said.

De Wet's statement comes seven days before the two-day broadcasters' seminar scheduled for Magaliesburg on January 24 and 25.

The seminar has been convened by the Minister of Post, Telecommunications and Broadcasting, Dr Pallo Jordan. Its purpose is to work out a policy to address the concerns of former TBVC broadcasters who are uncertain about their future.

Role-players expected to attend the seminar include representatives of former TBVC broadcasters, the SABC and provincial premiers.

De Wet said the North-West government was planning to develop a formula that would make broadcasting reflect the culture of the people of the region. The province's government was considering establishing several commercial television channels and three radio stations that will include a gospel channel.

De Wet said the government had ideas on how to make its plans financially viable.

Meanwhile, spokesman for the SABC Mr Gert Claassen said the SABC had no mandate to determine the future of the former TBVC broadcasting stations. "This is the responsibility of Minister Pallo Jordan," Claassen said.

# Iscor cutting costs at Cullinan

Nov 18/11/95

(260) (260)

Iscor is to slash the payroll costs of recently acquired Cullinan Refractories, now known as Iscor Refractories, by 25 percent and other costs by 10 percent to restore it to acceptable profitability levels

Managing director Brian Aslett says that while there is no intention of cutting production, drastic measures are needed to reduce costs

He says employees affected will be offered a number of

options, including early retirement or, where possible, transfers to other Iscor centres

"We will also look to increase sales by 10 percent, return to forecast yields in the plants and eradicate all unprofitable processes and systems"

All expenditure not contributing to an improvement in the company's financial position will be stopped, he says

Aslett has informed company employees of the seriousness of the financial position and has asked them for their support and for ideas to save money and improve efficiency

"We are a major exporter of refractories worldwide and will strive to improve our competitive position

"We will continue to be the preferred supplier of refractories to all Iscor steelworks, he says — Business Staff



# Usko looking to Eskom for growth

Slaw 19/11/95 (260)

■ BY CHARLOTTE MATHEWS

A sharp increase in the supply of conductors for Eskom is expected in the coming year after a number of large projects were delayed in 1994, Usko chairman Flores Kotzee said in the group's latest annual report.

Usko makes copper, aluminium and steel wire products and also has interests in companies involved in making copper and aluminium rod, paper, textile and enamel-coated copper and aluminium products, and making special cables and aluminium extrusions.

In the year to September 1994 the group reported a turn around to earnings of 7,40c a share from 1993's loss of 18,26c a share after a lower loss from its subsidiary Thames Wire and Cable.

## Copper demand

Kotzee said the operating profit of copper products had improved marginally in the past year but cable and aluminium products showed slightly lower operating profits.

At present there is increased demand for copper products, mainly because of growth in the economy

As well as a local and international upswing, other recent positive developments include the attention being given to housing and electrification programmes.

For these reasons the combined sales of Usko's products are expected to be higher in the current financial year than last year.

However, because of local and foreign competition in the cable market, volumes remain under pressure, Kotzee said.

He said the group's exports in 1994/95 are expected to remain similar to those in the previous year

Usko shares were trading at 65c yesterday, where they are on a p/e of 8,8, well below the electronics sector average of 15,5.

However, the company fits in more with the engineering than the computer companies and, by comparison with the engineering sector average of 19,3, looks even worse rated.

# Broadcasting body receives more than 800 complaints

THE Broadcasting Complaints Commission received more than 800 complaints during the first 17 months of its existence, the annual report says.

Chairman Prof Kobus van Rooyen said the commission had been established in August 1993 to provide checks and balances in the new broadcast environment, in which freedom of speech and information was entrenched.

The commission provided a forum to redress complaints of every description about broadcasting content, "but it is not an organisation which seeks or is enabled to apply censorship, since it does not dictate future programme content".

Of the 800 complaints, only 200 were directed correctly to the commission, and acted on by adjudication or mediation.

The key decisions during the period involved a programme on the history of the liberation struggle, an Agenda TV programme on the initiation rites of sangomas, and the September incident on Agenda when Home Affairs Minister Mangosothu Buthelezi entered the SABC's Durban studio without invitation.

In January last year, the SABC broadcast two TV programmes from the documentary series Ulibambe Lingashoni (Hold up the Sun), which examined the history of the black political struggle in SA.

The NP complained that the programmes gave the ANC an unfair advantage in the pre-election period.

The complaint was dismissed on the grounds that while the pro-

Reports by  
AMANDA VERMEULEN

gramme was one-sided in its commentary, which consisted largely of interviews with ANC leaders, for many years only a white perspective had been broadcast.

Later in the year, Agenda screened an insert which showed a female sangoma kissing a goat and then lying down with it, after which she and the animal were covered with a blanket. The programme was repeated a month later, and numerous complaints were received.

The commission said the insert did not contravene its code of conduct.

"The commission found that no bestiality had occurred and the activities did not represent sexuality in the ordinary sense of the word."

The most controversial incident was the one involving Buthelezi.

Many complaints were received about the SABC's coverage, many alleging the SABC had treated the Minister unfairly, had used propaganda against him, and had translated his Zulu conversations with those on the programme inaccurately.

The commission dismissed all the complaints within its jurisdiction, except the one pertaining to translation. It found the SABC had been fair in its coverage and comment. The organisation was subsequently reprimanded for the translation error.

Van Rooyen said the year ahead — calendar 1995 — would probably see new broadcast members of the National Association of Broadcasters agreeing to the regulation of their programme content under the commission's code of conduct.

## Radio 702 has largest audience in Gauteng

RADIO 702 has the largest reach of any radio station in the Gauteng area, according to a survey recently conducted by Research International.

The station, which had a 24% penetration of all race groups in the region, bettered 5FM by 2%, Radio Metro by 3% and Radio Highveld by 4%, said MD Stan Katz.

The survey, called Project Verbal, involved more than 5 000 random telephone interviews in Gauteng. The sample size was twice that used in the main All Media and Products Survey (Amps) and almost three times that used by the two combined Amps diaries — the usual method used by advertisers to assess radio audiences.

John Berks remained the most popular 702 presenter, followed closely by Chris Gibbons and Gary Edwards. The Talk at Nine show with Jon Qwelane and Denis Beckett was the most popular among black listeners.

Katz said this tied in with the ANC's request during the elections that two live interviews conducted with President Mandela be held at 9pm.

"Although this was contrary to Amps figures, the ANC believed the audience they wanted to reach was more likely to be listening at 9pm than in the morning or afternoon drive time slots."

The survey — the largest conducted for regional radio — also showed that 702's peak audience was between 7.15am and 7.30am. However, almost 25% of its listeners tuned in around 5pm.

Katz said the research was designed to give the station "an accurate snapshot of the market ahead of the arrival of new entrants".

The station, which intends to acquire extended licences, would invest a considerable sum in repeating the survey throughout the year to provide the station and advertisers with "the best possible fix on the market".

## Multimedia trends on show

NEW trends in multimedia will be the focus of the 1995 Computer Faire & Bexa, to be held at Nasrec from May 3 to 6.

TML Reed Exhibitions MD Jo Melville said multimedia was the biggest growth area in the computer software market.

"Demand is coming from the Small Office/Home Office market and from corporations, where multi-

media applications are starting to become accepted practices." With more people working from home, the home office market was growing dramatically.

Other shows within the Faire would include Computer Graphics — desk-top publishing, computer-aided design and geographic information systems — People & Technology and Computers in Government.



# Broadcasting staff BD 25/1/95 (260) slate own task team

BU

STAFF at Channel Africa, the external service of the SABC, gave a mixed welcome to restructuring proposals yesterday and criticised an elected task force for failing to consult staff.

Task force chairman Dirk Hartford, introducing a provisional strategy for the pan-African radio service, said Channel Africa was battling against the reputation of its predecessor, the apartheid propaganda channel Radio RSA.

"The only people who really know about the station are former exiles, who listened to drivel about what was happening in Angola and Mozambique... That community is now a powerful influence in government, and we have a (Broadcasting) Minister who is not opposed to the idea of closing Channel Africa down altogether," Hartford said.

The station, which is funded directly by the Department of Foreign Affairs, received guaranteed funding of R31,2m for the next two years shortly after government took office.

As an external broadcaster — and in line with global practice — it is not subject to regulation by the Independent Broadcasting Authority. Broadcasting, Posts and Telecommunications Minister Pallo Jordan was not consulted over the funding, which falls under the Foreign Ministry.

Hartford said the proposals, finalised last week by a task force elected by all the station's staff, included a recommendation that all staff voluntarily reapply for their

MARK ASHURST

posts as "a symbolic gesture of commitment and reconciliation... not as a way in which certain people can fall off the boat."

The posts would also be advertised externally, but current Channel Africa staff would be given priority by a selection panel that included Channel Africa staff, if the recommendation was accepted by staff and the SABC executive.

The proposals would centralise the station's multilingual news operation and promote a more news-driven service. The number of languages broadcast would increase from seven to nine as part of a drive into West and North Africa and lucrative Middle East markets.

A Shona language service would be introduced to attract new listeners in Zimbabwe, and a Bemba language service would target Zambia.

About 100 of Channel Africa's 120 staff attended the briefing. Criticism that the task force had failed to consult journalists over its plans was most vocal from staff of the French and Portuguese service.

There was an inherent danger of editors who did not speak the languages of all the programmes for which they were responsible failing to exercise their authority.

Staff now have seven days to comment on the proposals before a final document is drawn up on February 1 for submission to the SABC executive.

MARK ASHURST

A TASK force investigating the integration of the SABC and former TBVC broadcasters would make its recommendations by March 31, Post, Telecommunications and Broadcasting Minister Pallo Jordan said yesterday **BD 26/1/95**

Speaking at the close of a three-day conference of public broadcasters, Jordan said an Omnibus Public Broadcasting Bill, which would establish common standards for national and provincial services, would be tabled in the current session of Parliament. If passed, it would complement constitutional provisions for public media under the auspices of provincial government and ensure political impartiality

A common appointment procedure would be introduced for all public broad-

## Task force probe into broadcasters

casters, similar to that followed in the appointment of the SABC board.

Delegates said it had been made clear to provincial government representatives, who had been "in the dark" about constitutional provisions for provincial public media, that the creation of services was at their discretion **(260)**

The task group, to be set up immediately, would report to the Ministry and the Independent Broadcasting Authority (IBA). Its creation recognised "the anomaly of the existence of five public broadcasting services in SA, four of them emerg-

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## Broadcasting **(260) 20 26/1/95**

ing from the former bantustans, but all forming a single national public broadcasting asset", Jordan said.

The funding of the SABC had not been discussed "The purpose of this meeting was not to resolve the IBA's headache" But Jordan was adamant that while provinces had a constitutional right to develop public media — a position the SABC had accepted — those which did so would have to meet the costs of such services.

Jordan described the spirit of the discussion, which included Bophuthatswana Broadcasting Corporation (Bop), as "not competitive" Bop last year boycotted an initiative by SABC CE Zwelakhe Sisulu to seek consensus on a national service

□ From Page 1

Delegates from the Media Workers' Association had argued in favour of integrating the broadcaster into the SABC. But Bop management aspired to operate a second national public broadcasting service and commercial TV service

Jordan warned the provision of encrypted pay TV services would "run counter to the spirit of public broadcasting, because they are by definition exclusive"

He said lawyers had predicted schedule six of the constitution, which provided for provincial public media, would prove costly if contested in the Constitutional Court

A consensus had emerged "from seemingly different viewpoints on the need to establish a single public broadcaster"



## Minister lauds educational changes



KATHRYN STRACHAN

EDUCATION Minister Sibusiso Bengu said the process of curriculum change unveiled last week was a significant improvement in the quality of education. "The revised curriculum provides for a child-centred approach, especially in the primary phases, emphasising development, encouragement and progression, rather than creating fear of failure and feelings of discouragement," he said.

The shift in emphasis could not be seen as a policy of automatic promotion. The ministry would not be party to devaluing the very schooling to which it was striving to ensure access for all children. The policy spells out criteria that have

to be met for promotion.

Bengu also approved that lower grade subjects be phased out in ordinary school education but that they may be retained for specialised education.

Bengu said the language of instruction was now compulsory and a requirement to pass from Grade 1 to Std 10.

A second official language had to be passed from Std 5 to Std 10.

Of the two languages studied in high school, one would have to be passed on a first language level.

A third language was optional.

## Public broadcasting legislation welcomed

BROADCASTERS have welcomed the introduction of an Omnibus Public Broadcasting Bill which is the first legal mechanism to reduce federalist tensions over constitutional powers assigned to both central government and the provinces.

The legislation, which Posts, Telecommunications and Broadcasting Minister Pallo Jordan said would be presented to Parliament during its current session, would lay down common standards for the development of provincial public media — a power assigned to provinces in Schedule 6 of the constitution.

In terms of the Bill, provincial governments which applied to the Independent Broadcasting Authority to licence provincial public broadcasters would be subject to a national code of conduct, political impartiality as well as an open appointments procedure.

Support for the Bill emerged from a conference of public broadcasters convened by Jordan last week.

Bophuthatswana Broadcasting Corporation spokesman Dmitri Martines said the

MARK ASHURST

corporation, based in the Northwest capital Mmabatho, was "starting from today reviewing its plans" for its future as a public broadcaster.

Citing legal opinion, Jordan had warned provincial ministers and broadcasters not to "over-judicialise the politics of federalism". Although Bop was "still very firmly committed to the principle of more than one public broadcaster", Martines said the consensus achieved on the introduction of an omnibus Bill would "reduce the whole federalist tension".

Concerns that provincial governments, in particular Northwest, intent on developing their own media could contest the Schedule 6 provisions for public media in the Constitutional Court could now abate.

Northwest media and broadcasting minister Riani de Wet would meet Jordan this week to ensure there was no contradiction between a broadcasting bill being piloted through the Northwest parliament, and the omnibus Bill.

## Mufamadi rejects

### Compromise on ban

ADRIAN HADLAND

CAPE TOWN — Safety and Security Minister Sydney Mufamadi reasserted his authority over the provinces and SA's 11 police forces at the weekend after a challenge to the scope of his jurisdiction from KwaZulu/Natal.

In response to Mufamadi's ban on a KwaZulu police graduation scheduled for this weekend, Inkatha Freedom Party members and acting police commissioner Brig Cono Mzimela said earlier that as a new Police Act had not been adopted, former arrangements for SA's 11 police services were still valid.

According to this framework, Mufamadi's intervention in the affairs of KwaZulu/Natal was unilateral and unlawful, Inkatha MPs said.

Vowing the graduation of 500 KwaZulu police trainees would continue as planned, Inkatha parliamentary safety and security spokesman Velaphi Ndlovu said Mufamadi had "no jurisdiction in KwaZulu/Natal". Mufamadi's ban signalled danger for all provincial police forces, he said.

Mufamadi said at the weekend, however, that the KwaZulu/Natal government had been informed of his legal authority over police affairs countrywide. It had been pointed out to provincial safety and security minister Celani Mteywa that he had "no competent legal authority" to defy directives from the national ministry.

The KwaZulu/Natal government proposed a compromise solution to the dispute at the weekend. Government sources said the attempt was as much a bid to satisfy the increasingly angry parents of the trainees as it was an acknowledgement of Mufamadi's authority. Mufamadi, in any case, firmly rejected the compromise proposal. He was "appalled" that the offer, which would have permitted trainees who did not have criminal records, infectious diseases or who had not falsified their educational qualifications, to graduate, was even considered.

Col Frank Dutton, one of the team investigating the trainees, said indications so far showed that almost 50 of the trainees had criminal convictions.

The acceptance into the service of new policemen who had been convicted of crimes such as armed robbery would not serve to enhance the image of the police, said team member Howard Varney.

He said the team had still not received the fingerprints of about 100 of the trainees.

Mufamadi said a full inquiry would be held into various irregularities at the Ujundi Police College where the trainees were stationed.

Public Broadcasting Bill

Public Broadcasting Bill

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# SABC defies IBA

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Sowetany 2/95

**By Ismail Lagardien**  
Political Correspondent

The South African Broadcasting Corporation has defied the "authoritarianism" and "secretiveness" of the Independent Broadcast Authority

The corporation's legal adviser, Mr Leandra Gaum, yesterday told the parliamentary portfolio committee on communications that the IBA had no right to intervene with the operations of the public broadcaster

Gaum was particularly upset over amendments to the existing Independent Broadcast Authority Bill that had been made by the IBA.

"The SABC, regrettably, has to voice its serious opposition to the proposed amendments and express grave concern about the reasons for the proposed amendments and the possible effect thereof," said Gaum.

"The unavoidable perceptions created by the proposed amendments are that the IBA wishes to procure for itself wide and authoritarian powers, reminiscent of the old South Africa. What one

(sees) is a body attempting to become more secretive and more authoritarian, contrary to openness and transparency which are the generally accepted norms of today"

Gaum said the SABC was a statutory body and the IBA had no right to infringe upon its statutory rights

He pointed to a series of lacunae in the amendments proposed by the IBA after the Bill had been nailed together through widespread consultation.

Gaum said the SABC had been given one day in which to make its contributions to the new amendments.



# SABC concerned about body's power

BD, 11/2/95 (260)

THE Independent Broadcasting Authority seemed set on arming itself with wide and authoritarian powers reminiscent of the old SA order, the SABC said in a submission to the Portfolio Committee on Communications yesterday

The SABC had serious objections to proposed amendments to the Independent Broadcasting Authority Amendment Bill, SABC legal adviser Leander Gaum said

The most serious of these was a proposal to give the IBA the power to amend the SABC's entrenched right to its existing licence

"Should the proposed amendment be accepted, the entrenched rights would immediately become uncertain. This leads to a total lack of security in the broadcasting industry

"If the IBA wants to amend my existing licence, I want to know what they want to amend. I have a statutory duty to perform and no one can stop me from doing that."

The SABC could be silenced only by repealing the Broadcasting Act and disbanding the corporation.

"The unavoidable perceptions cre-

ated by the proposed amendments are that the IBA wishes to procure for itself wide and authoritarian powers, reminiscent of the old SA order to . . . make inroads into existing rights of broadcasters

"The limited written motivations supplied by the IBA are not convincing and none justifies the proposed inroads into the existing rights of broadcasters. What one does see is a body attempting to become more secretive and authoritarian, contrary to openness and transparency"

SABC representative David Nidrie said the corporation would face an extreme crisis if the IBA told it to give up its statutory obligations.

"We accept and welcome the need for a regulatory body with appropriate powers and authority. Our concern, however, is the IBA's right to multiple amendments of broadcasting licences"

The SABC agreed to the need for "whistle-blowing provisions" and witness protection, but wanted to know what the IBA would do with untested information revealed at secret hearings. — Sapa.

# SABC concerned about body's power

BD 1/24/95 (26)

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"If the IBA wants to amend my existing licence, I want to know what they want to amend. I have a statutory duty to perform and no one can stop me from doing that."

The SABC could be silenced only by repealing the Broadcasting Act and disbanding the corporation.

"The unavoidable perceptions cre-

ated by the proposed amendments are that the IBA wishes to procure for itself wide and authoritarian powers, reminiscent of the old SA order to make inroads into existing rights of broadcasters.

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SABC representative David Nid-drie said the corporation would face an extreme crisis if the IBA told it to give up its statutory obligations.

"We accept and welcome the need for a regulatory body with appropriate powers and authority. Our concern, however, is the IBA's right to multiple amendments of broadcasting licences."

The SABC agreed to the need for "whistle-blowing provisions" and witness protection, but wanted to know what the IBA would do with untested information revealed at secret hearings. — Sapa

## Photographer 'must prove loss of artistic freedom'

DEBORAH FINE

FORMER Drum Magazine photographer Jurgen Schadeberg would have to prove that his freedom of artistic expression in 1995 was being violated by the deprivation of copyrights to photographs he had taken 40 years ago, Advocate John Campbell told the Rand Supreme Court yesterday.

Schadeberg is suing former Drum proprietor James Bailey for the copyright to photographs which he produced for the magazine in the '50s.

Arguing for an amendment to the original cause of action, Schadeberg's legal counsel Paul Jammy submitted on Monday that certain sections of the present copyright legislation violated the individual's right to freedom of artistic creativity by restricting the manner in which he was entitled to distribute and commercially exploit his work.

According to Section 21 of the 1978 Copyright Act, an employer is automatically granted the copyright to any photographs taken by a photographer in his employ.

Jammy submitted the copyright legislation was in conflict with the constitution, and violated his client's rights.

Campbell, appearing for Bailey, said in reply that Section 21 (e) stated a photographer could claim ownership of his works should he draw up a contract stipulating his ownership rights before entering into an employment relationship. The copyright legislation was therefore not at odds with the constitution, and Schadeberg would have to prove his present artistic expression was being harmed by his lack of ownership of the photographs in question to enforce his claim.

Judge M Labe reserved judgment.

## Behind closed doors 'brave truth'

ADRIAN HADLAND

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were more likely to "tell the full story away from the glare of publicity".

Omar acknowledged that the current clause was not necessarily a good one and that the parliamentary committees would have to decide whether a less general provision should be included in the Bill to allow for selective in camera hearings

## Foundation

that would join the new venture. But he said all retrenched staff had been given proper retrenchment packages and assisted with future employment options.

Staff representatives were involved in the negotiating process with the CBM and the process had been effective. "The Urban Foundation has many stakeholders and there was very widespread consultation and discussion."

Obtaining funding for non-governmental organisations had become increasingly difficult in the new political context and

BD 1/24/95

From Page 1

many donors felt there were too many such organisations. The foundation had experienced funding difficulties but that had not driven the merging process. The joint operation had great potential to do good work, particularly since the CBM's excellent "process skills" and the foundation's policy skills would be merged, he said.

The new operation would not affect the service wings the foundation had established in the past. These included national resource education centres, the primary science programme and the Home Loan Guarantee Company.



# Iscor's interim profits soar

BY DEREK TOMMEY

JOHANNESBURG. — Iron and steel giant Iscor reports that it almost doubled its profits in the six months to December

This news should gladden the heart of its 150 000-plus ordinary shareholders and possibly help contribute to the reversal in the general slide in industrial share prices.

Predominantly foreign selling knocked industrial share prices by 11% in January.

But Iscor's good results — which show that substantial industrial profits are now being made in SA — could have encouraged yesterday's buyers.

Some brokers claim that Iscor is a special case.

But even if the results from other industrial firms are only half as good as those from Iscor, they will be still showing exceptional profits.

Iscor's figures accompany an announcement that it is going ahead with its rights issue to raise R1,25bn for new projects.

Full details of the issue will be announced in just under two weeks' time on February 14.

The R1,25bn is needed to finance its 50% shareholding in the Saldanha Steel project for the conversion of the

Iscor Pretoria works to a stainless steel operation, for the acquisition of control of Tosa Seamless Tubes and Cullinan Refractories and for its 50% interest in a stainless steel billet plant in Durban.

Iscor says in the rights issue announcement that when figures are finalised, earnings will be not less than 15c a share.

This compares with the equivalent of 82c for the same period last year.

The year-ago figure is a little lower than previously published because Iscor has changed its tax policy and is now accounting for deferred tax on a fully comprehensive basis.

Net positive cash flow in the six months amounted to R600m.

This, together with the positive cash flow of R401m in the 12 months to June last year (its first positive flow since 1989), enabled it to fulfil its intention stated 18 months ago of reducing debt by R1bn.

The company continues to have considerable small shareholder support.

When it went public in 1989, some 250 000 individuals subscribed for its R2 shares. It still has more than 150 000 of them on its books.

Their faith in the company seems likely to be rewarded.

Some brokers believe Iscor's share price might even double this year.

(260)

ET 2/2/95

# Iskor confirms steel plant plan

CT 2/2/95 (260) (10/11)

By MELANIE GOSLING

ISKOR plans to go ahead with a R3,6-billion steel plant at Saldanha Bay despite the concerns of the Minister of Environment, Dr Dawie de Villiers, that there has been no proper investigation into alternative sites

Iskor spokesman Mr Neels Howatt said yesterday "We are going ahead. We did feasibility studies on siting the plant at Saldanha Bay, Sishen, Port Elizabeth and Newcastle and it was proven that Saldanha Bay was the best site.

"But we are still considering various sites within Saldanha Bay itself and no final decision has been taken on that."

Dr De Villiers has asked the Council for the Environment, which advises him, to review the CSIR's environmental impact assessment of the development

Department of Environment

## Minister asks for review

spokesman Mr Wynand Fourie said yesterday the minister's major concern was that there had been no proper investigation into alternative sites

The council, to which Iskor is due to make a presentation today, would probably appoint a group to investigate the project thoroughly, Mr Fourie said

He said Saldanha Bay had been earmarked for industrial development over 25 years ago.

"Meanwhile the West Coast has become a popular tourist point. Values have changed. It is possible that 20 years ago Iskor would have been welcome. Now people frown on it because obviously a steel factory near to a national park is not aesthetically pleasing," Mr Fourie said

The project, which will produce one million tons of hot rolled steel a year with a commercial value of R1 000 a ton, will create 600 jobs in the plant and another 6 000 to 1 200 in support services

Mr John de Klerk, town clerk of the West Coast Peninsula Transitional Council (formerly Saldanha Bay-Vredenburg municipality) said yesterday the site for the plant was being rezoned from agricultural to industrial. Objections have to be in by Monday

"I have received no written objections so far," he said



# IBA slates criticism

JOHANNESBURG - The Independent Broadcasting Authority (IBA) yesterday slammed criticism of it made on Tuesday by SABC legal adviser Mr Leander Guam that the IBA seemed set on arming itself with wide authoritarian powers

The IBA said this claim demonstrated the failure of Mr Guam to appreciate the difference between authoritarianism and a clear framework of regulating the airwaves in a democracy

It was responding to submissions by Mr Guam to the parliamentary

Portfolio Committee on Communications, in which he raised objections by the SABC to proposed amendments to the Independent Broadcasting Authority Amendment Bill

The IBA charged he failed to understand that the new act superceded legislation that governed the SABC under apartheid, and that it was designed to even matters between the older operators, such as the SABC and M-Net and Radio 702 and the new broadcasters

The redrafting of a clause would ensure this happened - Sapa

CT 2/2/95 (260)

# Broadcasting Act 'unconstitutional'

NATIONAL ASSEMBLY - Proposed amendments to the Independent Broadcasting Authority Act would give the IBA greater powers than the Receiver of Revenue, the Company's Act and even the SA Police Services, chairman of the Independent Broadcasters' Committee Mr Tony Sanderson said yesterday

Addressing the National Assembly's portfolio committee on Communications, he said rapists and child molesters would get off more lightly than anyone "deigning to disrupt an IBA inquiry"

There was no doubt that the Act as it now stood was unconstitutional in

many respects - particularly in that it failed to treat broadcasters equally

"Why should a community station be given preference over a commercial broadcaster" he asked?

"The answer is simply that the Act was poorly written in some regards, and I am here, on behalf of the IBC, to urge you to right this wrong and allow the true spirit of both the IBA Act and the interim Constitution to be exercised - and let us broadcast"

He said there could never be a "levelling of the broadcasting playing fields" in South Africa while a giant conglomerate like the SABC existed

- Sapa

(260)

CT 2/2/95



# IsCOR almost doubles its interim profit

BY DEREK TOMMEY

Iron and steel giant IsCOR reports that it almost doubled its profits in the six months to December. This news should gladden the hearts of its 150 000-plus ordinary shareholders and possibly help contribute to the reversal in the general slide in industrial share prices

Predominantly foreign selling knocked industrial share prices by 11 per cent in January. But IsCOR's good results — which show that substantial industrial profits are now being made in SA — could have encouraged yesterday's buyers

Some brokers claim that IsCOR is a special case. But even if the results from other industrial firms are only half as good as those from IsCOR, they will be still showing exceptional profits.

IsCOR's figures accompany an announcement that it is going ahead with its rights issue to raise R1,25 billion for new projects

Full details of the issue will be announced in just under two weeks' time on February 14

The R1,25 billion is needed to finance its 50 percent shareholding in the Saldanha Steel project, for the conversion of the IsCOR Pretoria works to a stainless steel operation, for the acquisition of Tubes and Cullinan Refractories and for its 50 percent interest in a stainless steel billet plant in Durban.

IsCOR says in the rights issue announcement that when figures are finalized, earnings will be not less than 15c a share

This compares with the equivalent of 8,2c for the same period last year

The year-ago figure is a little lower than previously published because IsCOR has changed its tax policy and is now accounting for deferred tax on a fully comprehensive basis

Net positive cash flow in the six months amounted to R600 million.

This, together with the positive cash flow of R401 million in the 12 months to June last year (its first positive flow since 1989), enabled it to fulfil its intention stated 18 months ago of reducing debt by R1 billion

The company continues to have considerable small shareholder support

When it went public in 1989, some 250 000 individuals subscribed for its R2 shares. It still has more than 150 000 of them on its books

Their faith in the company seems likely to be rewarded

Some brokers believe IsCOR's share price might even double this year

Share 2/21/95

260

260

## Jobs lost at revamped Radio SA

The Argus' Correspondent

JOHANNESBURG. — The transformation of Radio South Africa, which is to be relaunched as SAFM next month, is expected to result in at least 15 job losses as the station brings new voices on board.

It was originally believed some staff would be moved elsewhere in the corporation, but SABC radio head Govin Reddy said yesterday they would "most probably" be retrenched.

He said the relaunched radio station would have a new news style which would be "punchier and livelier" and would en-

tail journalists reading their own reports on air. ARG 3/2/95

This would reduce the need for presenters and news readers and it was mostly these people who would lose their jobs. He estimated that about 12 positions would be lost at head office while about four or five jobs would be lost in the regions.

Affected staff, many of whom had worked at the SABC for many years, would be offered retrenchment packages and benefits in line with normal procedures, Mr Reddy said.



(260)

# Agenda's Van Burick steps down

2 NOV 3/2/95

Nico van Burick, acting editor of TV1's *Agenda*, has stepped down from his position to facilitate a commission of inquiry into his past involvement in the SADF.

Bob Kearsley, acting editor-in-chief of Television News Productions, said yesterday Van Burick regarded newspaper reports about his work in the army's civilian force propaganda unit as "a campaign to discredit him".

Van Burick was a commanding officer of Saltie (Sud-Afrikaanse Leër Troep Informasie Eénheid) from 1987 to 1992 and was named in a recent report on alleged spying in the *Agenda* newsroom.

Kearsley said Van Burick should be given a credible forum, such as an SABC commission of inquiry, to defend his name.

"His stepping down is not an admission of any guilt," Kearsley added.

Van Burick, who will continue working in the *Agenda* newsroom as an executive producer, said last night an investigation would be highly desirable. — Staff Reporter

# Don't give the IBA unfettered licensing powers, says M-Net

(260) Star 3/2/95

**Cape Town** — Newcomers to broadcasting would also suffer from insecurity and instability if the Independent Broadcasting Authority was given an unfettered right to amend licences, M-Net legal adviser Schalk Burger, SC, told the portfolio committee on communication yesterday.

Besides Australia, there appeared to be no country in the world which gave broadcasting authorities the power to rewrite licences, he said in evidence on the Independent Broadcasting Authority Amendment Bill.

To empower the IBA to rewrite existing and fu-

ture broadcasting licences at its discretion would introduce an element of uncertainty which would undermine broadcasting activities in general, and investment in new entrants in particular, Burger said.

Private broadcasters — operating in an international context marked by rapid technological developments, long lead-in times and huge expenses — had a particular need for a stable regulatory environment embodied by a fixed licence.

"It would be pointless to build a business based on a licence which is so fluid that it can be amended during its cur-

rency"

Under the current Act, licences could be altered only to accommodate frequency changes, if the licensee requested an amendment or if South Africa signed international broadcasting conventions.

The draft amendment, however, gave the IBA an unfettered right to amend future licences.

This power was tantamount to that enjoyed by a controlling body such as Parliament and could, for instance, prevent M-Net from trading.

Practically, acceptance of the amendment would result in new entrants struggling to raise bank

loans and enter business partnerships because of insecurity.

"The obvious way to ensure fair competition is to grant rights to new entrants similar to those held by existing licensees. It is the playing fields that should be levelled, not the buildings."

M-Net lawyer Amanda Armstrong said M-Net could lose subscriptions if the IBA was authorised to impose programming requirements.

M-Net chief executive Gerrie de Villiers said M-Net was not considering relocating its business outside the country if the contested amendment was passed. — Sapa.

glan 3/2/95 (260)

# Jobs go in Radio SA juggle

**MICHAEL SPARKS**

THE transformation of Radio South Africa, which is to be relaunched as SA FM next month, is expected to result in at least 15 job losses as the station brings new voices on board

It was originally believed that some staff would be moved elsewhere in the corporation, but SABC radio head Govin Reddy said this week they would "most probably" be retrenched

He said the relaunched radio station would have a new news style which would entail journalists reading their own stories on air. This would reduce the need for presenters and news readers and it was mostly these people who would lose their jobs. Reddy estimated that about 12 positions would be lost at

head office, and about four or five jobs would be lost around the regions

Affected staff would be offered retrenchment packages and benefits in line with normal procedures

He said the process of changing the station had begun towards the end of last year and trade unions had been involved in the process.

However, the Broadcasting, Electronic Media and Allied Workers' Union said it and other unions had not been consulted on the changes.

Reddy met unions on Thursday. He said they had agreed to meet again next week when Radio South Africa manager Jack Mullen, who is currently travelling around the regions informing them of the changes, would be able to attend



## Agenda editor steps down

NICO van Burick has stepped down from his position as acting executive editor of SABC TV's Agenda news programme, following recent news reports linking him to alleged spying at the corporation (260)

He would continue working as executive producer for Agenda, Television News Productions management and Van Burick said in a joint statement yesterday.

They said the move was not an admission of guilt, but was aimed at facilitating an inquiry into the allegations. Reports alleging Van Burick had been spying for the SA Defence Force had made it difficult for him to continue managing Agenda.

Van Burick, who regarded the re-

ports as a campaign to discredit him, should be given a credible forum, such as an SABC commission of inquiry, to defend his name, the statement read. For the time being, TNP acting editor-in-chief Bob Kearsley would take over the editorial supervision of Agenda.

Johannesburg newspapers, quoting unnamed sources, yesterday reported Van Burick was to be relieved of his position. This had been denied by Kearsley BD 3/2/95

The reports alleged SABC CE Zwelakhe Sisulu had indicated that he wanted Van Burick replaced or demoted as soon as possible. It was understood Van Burick's position was discussed at an SABC board meeting on Wednesday. — Sapa.

# Thebe wants TV for blacks

**BLACK-RUN** Thebe Investments Corporation is heading a multinational project to establish a countrywide black television channel, the company's special projects manager Liston Ntshongwana has said.

Mr Ntshongwana said yesterday the project, dubbed Station for the Nation (SFTN), had been thoroughly researched and could get off the ground as soon as the Independent Broadcasting Authority (IBA) had established licensing norms for new broadcasters.

"We are looking for a national licence that would enable us to inform and entertain the majority of this country's people fairly.

"It would be a question of the quality of service, the nature and content of programming and the values and images that are projected," he said after appearing before the parliamentary standing committee on communications.

The committee, headed by former ANC spokesman Sakkie Macozoma, was holding public hearings on proposals to increase the power of the IBA to level the playing field for aspirant broadcasters.

ARG 4/2/95  
Mr Ntshongwana said Thebe, working through its Moribo Investments subsidiary in Johannesburg, had gathered a number of potential investors.

"We are talking about local investors and foreign investors with sig-

nificant experience in the field. It takes a lot of funds to put together a national television channel, but the funding is there," he said.

Mr Ntshongwana said the project was not financially, politically or ideologically linked to the African National Congress who set up Thebe Investments in 1990.

He said the channel would not have any political loyalty to the ANC, but would reflect values of the community. — Reuter.



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# The SABC's invisible man who vetted the news before breakfast

ST 5/2/93

(260)

THE head of SABC multicultural channel NNTV was the arch-censor of English radio.

Louis Raubenheimer, a Broederbond member who was head of current affairs programmes at the SABC in the 80s, had to vet all actuality reports before they were broadcast on the morning programme *Radio Today*, ensuring that little criticism of the government was heard.

The station's former executive editor, Steve Britten, said he had to get approval for news reports from a "Broederbond-controlled commit-

By MARLENE BURGER

tee" every morning before *Radio Today* went on air.

"I had to call Mr Raubenheimer at home every morning at six and play all items with a political connotation for his approval.

"The orders came from director-general Riaan Eksteen through Sakkie Burger and Christo Kritzinger, who were in charge of TV news, and Louis Raubenheimer, the radio watchdog. Believe me, it was an

extremely efficient internal censorship machine," he said.

"Mr Raubenheimer gave the thumbs-down to a number of tapes — anything that didn't toe the official government line."

Among the items he remembers Mr Raubenheimer objecting to was a report from Washington correspondent Connie Lawn, interviewing a US State Department official.

"It happened to be a woman, and her voice was not unlike Connie's. At one point, the official said something about putting pressure on South Africa. Mr Raubenheimer thought it was Connie Lawn giving her own opinion, and told me to cut the comment."

On another occasion, said Mr Britten, a report about the US surgeon-general's public support for the use of condoms to combat AIDS was canned "lest we be seen to promote loose morals".

But, according to Mr Raubenheimer — who joined the Afrikaner Broederbond in 1978 but resigned four years ago — his role in the troubled 80s and during the state of emergency was not that of Big Brother.

Nor was his task to ensure that radio news and actuality programmes toed the National Party line or broadcast government propaganda.

"The sole purpose of the procedure was to ensure the SABC did not violate the regulations under which the media had to operate throughout the state of emergency," he said on Friday.

"There was never any question of all reports being vetted.

"The rule was that if the producer on duty had the slightest doubt about the content of an item it was referred to me for a final decision. As far as *Radio Today* was concerned, I doubt I ever listened to more than, say, three tapes a week, and very few of those did not make the air."

**CRITICAL EAR**  
... Louis Raubenheimer ensured that little criticism of the government came to the attention of radio listeners

Mr Britten remembers the three-year period of his executive editorship differently.

His association with *Radio Today* came to an abrupt end shortly after he put on air a recording of political slogans being chanted by United Democratic Front members during an illegal gathering.

"I was hauled over the coals by then head of news, Cobus Hamman, and relieved of my editorial responsibility.

"After that, all I did was process tapes, until February 1989, when I was transferred to the sports department in a general reshuffle."

Mr Britten said the SABC's self-censorship extended to an "unwritten list" of personalities suitable for interview on air.

"The tame political analysts were used over and over, but no one else had a chance. It's quite ironic, really, because the highest profile political experts now heard on a daily basis were all *persona non grata* in the 80s."



# SABC offers voluntary retrenchments plan

JOHANNESBURG. — SABC employees have been offered voluntary retrenchment packages, group chief executive Mr Zwelakhe Sisulu said at an open staff meeting on Friday.

Addressing staffers nationwide from Radio Park in Johannesburg, he said the severance packages were approved by the board earlier this week.

The deals were being offered to non-programme related disciplines and managerial levels until March 31, but were subject to managerial discretion.

“Some 730 people need to be retrenched. But while we downsize, we must keep the best skills in the SABC,” Mr Sisulu said.

He said the SABC was being restructured internally and through the integration of TBVC broadcasters.

Mr Sisulu discarded as “pure speculation” news reports that Capital Radio was to be incorporated into the SABC’s Durban branch.

Radio chief Mr Govin Reddy said the English service, Radio South Africa, was being relaunched.

“We are abolishing some programmes, so we have to do away with some of the staff. New staff will be appointed to present new programmes,” he said.

Asked why retrenchment packages were being offered to staff before the completion of an Independent Broadcasting Authority report, Mr Sisulu said “it would be folly for us to wait”.

“There is no room for those who do not commit themselves to the new role of the SABC,” he said.

The SABC would offer employees taking retrenchment packages counselling and provide them with advice on the financial implications, how to draw up a curriculum vitae, interviewing techniques and how to look for a new job.

Entrepreneurial courses would also be offered. — Sapa

(260) CT 6/2/95

# Local music content of 20% mooted by SABC

260

MARK ASHURST

COMMERCIAL music broadcasters should accept a local content quota of 20% as an incentive to SA musicians and the recording industry to improve their product, SABC GM of commercial radio Koos Radebe said.

Commenting on the campaign by the SA Music Content Alliance, which is lobbying the IBA for a phased-in quota rising to 50% after three years, he said: "It is definitely not the broadcasters' responsibility to develop SA music. It is the responsibility of the artists themselves and the recording companies to do that."

He said 20% was "the best we can do, but it is not cast in stone. There is a very great possibility that we can increase it because once there is actually a quota musicians know their music is going to be played."

Radebe, formerly head of Radio Metro, expected indigenous language stations to play more local music than commercial broadcasters who were "not doing justice" to African songs by ignoring the meaning and ritual of SA music. He had no regrets about the policy of Radio Metro, which had successfully wooed black urban audiences from the former homeland Radio Bop by adapting a similar Westernised format.

"Some overseas music is far better developed. We are actually still at the crawling stage. We should accept that if we are dealing with a diverse community encompassing other nations that are coming into SA."

The domestic recording industry had failed to promote SA artists.

"If Luther Vandross for example releases an album, then you soon get an advert on our stations. But if Mzwakhe Mbuli for instance releases an album, you don't get an advert. (the recording industry) doesn't try to help this artist."

BD 6/2/95

## Union set for Eskom showdown

JOHANNESBURG

Mineworkers' Union (MWU) members employed by Eskom will demonstrate at power stations throughout the country tomorrow against an "affirmative" scaling down of their benefits and conditions of service, general-secretary Mr Peet Ungerer said yesterday (260)

He said the demonstrations would be legal and could intensify into "more drastic" protests should Eskom not accede to the all-white MWU's demands.

The union claims to represent 6 000 Eskom workers, over 80% in key positions at power stations CT 7/2/95

The protest followed a dispute regarding housing, water, electricity, transport and a new merit system - Sapa



## NEWS FEATURE *Alex FM Community Radio's hopes* • Little chance for independence

# Building a community radio

By Tyrone August

■ RDP AT WORK *Alexandra*

*Radio will provide jobs and training:*

**T**HERE HAS BEEN a clamour for new voices since the birth of democracy last April. The Independent Broadcasting Authority (IBA) has received 157 applications for radio licences

Among these is an application from the Alexandra Community Broadcasting Trust (ACBT) for a community radio station in the northern Johannesburg township

The trust has already advertised for staff for the Alex FM Community Radio Station and hopes to be on air by May, at the latest

"We want a radio station that projects our views, our values, things that we like and things that we treasure," says ACBT interim chairman, Mr Thami Sibisi

He refers to the kind of music which existing stations play to make his point.

"One gets so frustrated with our radio stations the kind of music they play 'It's like they've all made a decision not to play the best African music, or the best South African music in particular. They play it very rarely"

Sibisi first started dreaming about a community radio station for Alexandra after the "Freedom of the Airwaves" conference in the Netherlands in 1991.

Reading about a community radio station in the American neighbourhood of Harlem — he still has the newspaper clipping — further inspired him "That set my imagination free," re-

calls Sibisi "I started thinking about setting up a radio station"

Sibisi approached local cleric the Reverend Sam Buti for assistance and started working on the project in 1993 But it only really got off the ground when the Applied Broadcasting Centre (ABC) stepped in Based at Wits University, with Professor John van Zyl as head, the ABC took the initiative to formally start a community radio station in the township

The ACBT was then set up last year to formalise its relationship with the ABC. The trust is now working hard on becoming even more representative

### Complex entity

"A community is a very complex entity," says Sibisi "In a community, you get different interest groups — churches, taxi drivers, taxi owners, youth, sport, politics, civics

"As a community medium, we have to see to it that we don't leave anyone out because they may like to have their interests accommodated"

The ACBT is very serious about being fully representative.

Last month, it held a meeting with a wide range of community organisations — including the ANC, Azapo, the Alexandra Football Association and the

*Sowetan 7/2/95*

Alexandra Disability Movement — all of them will be represented on the trust

"We are still working on broadening the trust, to involve all the different components of the community," says Sibisi, adding that the trust will hold elections once it is as representative as possible "What this station has done is brought together, for the first time, people who would not talk to one another," says Sibisi enthusiastically

The ACBT even has a representative from Kwamadala Hostel "We sit on the board with a common interest in this effort that we view as ours"

Another meeting is planned to report on the construction of the station's studio and the equipment donated to them The rest of the community is kept informed through pamphlets.

Sibisi strongly feels radio is a very important medium of communication. "Radio is an organiser It helps with the cohesion of the community"

The station will also deal in a practical way with issues related to health, education, business (especially small business), street law and culture

Sibisi is particularly enthusiastic about its potential role in education (both formal and informal) He sees it helping children with their daily homework, for example



**ACBT interim chairman Thami Sibisi ... his dream will soon come true.** PIC VUSI ZWANE

Drama can also be used to provide informal education on topics like Aids "So community radio can be an electronic teacher," he says

The expertise of board members like Alexandra Health Centre director Mrs Nomvuyo Molefe and Alexandra Chamber of Commerce chairman Mr Abel Mangolele will be invaluable.

Entertainment, of course, will also feature high on the station's priorities "Radio is an entertainer," says Sibisi "And culture is my passion."

The ACBT has already developed a language policy, which it describes as the Soshanguve option: the Sotho, Shangaan, Nguni and Venda languages will be used mostly.

Other languages, like Afrikaans and English, will be used as well. The inten-

tion is to use different languages at different times — this will depend on feedback from the community

Another spin-off from the establishment of the station will be the creation of employment It will employ a station manager, presenters/producers and various assistants

"As I see it, these assistants will be largely the youth," Sibisi says "They are going to be trained, and we will be opening new avenues of careers

"This is in keeping with the spirit of reconstruction and development — creating jobs and providing training"

Interviews will begin soon with those culled from a list of 300 applicants

The station hopes to reach around 500 000 people, including those in factories bordering on Alexandra and even part of the white suburbs nearby.

Sibisi is very excited about the radio project. Although his background is in writing, he does not feel there is any tension between the written word and radio

"Radio, especially community radio, will complement the written word," he feels "We've tried very hard in the past to promote literature

"Now people will get that written word over the airwaves, so to speak This will help literature because it will instil an appreciation of literature in the community"

This is the inspired vision of the community of Alexandra It is in the power of the IBA to make it come true As the township's planning and hard work indicates, it deserves a chance



ed at SABC • 'Real phone costs hidden'

# Probe of staff's military history

260  
Sowetan  
7/2/95

**T**HE SOUTH African Broadcasting Corporation will definitely be appointing a task team to investigate the involvement of staff members in the South African Army Troop Information Unit (SALTIE), an SABC source said

The source said, however, that the corporation was also seriously considering looking into the military backgrounds of all its staff members

But turning the matter into a witch-hunt was not what the SABC wanted, the source close to Group Chief Executive Zwelakhe Sisulu said

Many white male members of staff would have done their compulsory military service before the new government came to power last year.

Some had served with SALTIE

SALTIE's membership comprised not only SABC journalists, but also cameramen, freelance journalists,

## ARMY UNIT Many members of staff were involved in the SALTIE:

photographers, public relations officers and "journalists from practically every newspaper in the country", former SALTIE commander Nico van Burick said

Mr Sisulu confirmed earlier that "many members of staff" and not just Mr van Burick had been involved in the unit

Van Burick has stepped down from his position as acting editor of *Agenda* and is awaiting an SABC investigation into reported allegations that he had been spying at the SABC following his past involvement with the army unit

He welcomed the SABC inquiry into the reported allegations "not only to restore my own credibility but also

because it is important to every person who did military service"

Asked for reaction to the investigation into all SABC journalists' military backgrounds, one journalist said that they were compelled by law to do the military service

Some journalists worked for various Defence Force magazines before moving on to SALTIE, while other individuals had applied for transfers to SALTIE from former SADF units

One of the problems that arose where to draw the line between people who did border service and shot people and those who "wrote articles for the Army's magazines and newspapers, the journalist said — *Sapa*



Residents at the YWCA in Dube, Soweto, yesterday demonstrated against a rent increase of R244 imposed by the authorities. The residents called for a boycott of the rent hike and vowed to pay the previous R286 a month. PIC VELI NHLAPO

SABC (260)

embarking

*Sowetan*  
C. J. a 7/2/95

## witch-hunt says NP

A REPORTED plan by the SABC to investigate the military backgrounds of all its staff amounts to a witch-hunt, the National Party said yesterday.

It was commenting on a report that the SABC was to appoint a task team to investigate any involvement of staff in the South African Army Troop Information Unit. The NP said the move was a flagrant violation of the reconciliation process.

If the SABC wished to appear even-handed, it should also investigate the backgrounds of recently appointed ANC staff members, particularly those in senior positions — *Sapa*



## SABC 'to investigate staff'

THE SABC is to appoint a task team to investigate the involvement of staff members in the SA Army Troop Information Unit (Saltie), an SABC source said.

The source said, however, that the corporation was also seriously considering looking into the military backgrounds of all its staff members.

But turning the matter into a witch-hunt was not what the SABC wanted to do, the source close to SABC CE

Zwelakhe Sisulu said. (26) BDT/2195  
Many white male staff members would have served with Saltie during their compulsory military service.

Saltie's membership consisted not only of SABC journalists, but also cameramen, freelance journalists, photographers, public relations officers and "journalists from practically every newspaper", former Saltie commander and Agenda acting editor Nico van Burick said. — Sapa.

# Broadcast body wants 'friendly' relationship

MARK ASHURST

THE Broadcasting Complaints Commission of SA (BCCSA) will seek a "symbiotic and friendly relationship" with the Independent Broadcasting Authority's Broadcast Monitoring and Complaints Commission (BMCC), says BCCSA chairman Kobus van Rooyen.

Established by the National Association of Broadcasters in 1993, the commission serves as a voluntary watchdog to adjudicate complaints from the public into programmes flighted by association members subscribing to its code of conduct. These include the SABC, M-Net, Radio 702 and former homeland broadcasters

Association executive director Daniella Goldman hoped the commission would continue to operate as a non-regulatory body "in harmony with IBA monitoring"

Community and commercial broadcasters granted licences this year would be encouraged to join the association, which would find means to enable them to subscribe to the commission.

"You can't expect a new broadcaster to pay the same subscription as the SABC. We will have to look at each licensee separately", she said. (260)

The commission is financed by subscriptions from broadcasters, who volunteer to be bound by its code of conduct. It is empowered to reprimand any breach of the code, instruct broadcasters to air apologies and issue fines of up to R30 000.

Talks with the IBA about recognising the BCCSA as a voluntary self-regulator for the broadcast industry had begun

The BMCC, to be headed by Jules Browde, is scheduled to begin operating this year. It had "a much wider function"

than the BCCSA and would monitor local content and other licence conditions for the IBA

The BCCSA considered only complaints from the public. In 1994 these included 200 complaints on issues ranging from news reporting, comment by broadcasters, special procedures for rules and referendums, violence, sex, religion and invasion of privacy.

"It is in no way a body which seeks or is enabled to apply censorship, since it does not dictate future programme content. Through its quasi-judicial function, the commission protects the freedoms of speech and information, and at the same time a myriad other rights of the viewing and listening public," Van Rooyen said in its 1995 report. BD 7/2/95

Key among the commission's decisions last year was its rejection of complaints from the Inkatha Freedom Party that the SABC's coverage of Home Affairs Minister Mangosuthu Buthelezi's disruption of a live Agenda programme in September was unfair and politically biased. The SABC was, however, reprimanded for inaccurate translation of remarks in Zulu.

Other rulings included upholding a pre-election SABC broadcast of the history of the black political struggle in SA, and an Agenda feature on the initiation rites of sangomas or traditional healers held to be obscene some viewers

The commission would strive to be more "user friendly" and promote itself at community level.

## Japanese aid to Eskom well spent, says banker

JAPAN's Export/Import Bank's \$300m advance for Eskom's electrification drive had been well spent, deputy governor Akira Nanbara said yesterday.

Speaking after a visit to Ivory Park squatter camp, which was being electrified by Eskom, he said rebuilding the country would require 99% perspiration and a bit of luck. **BD 7/2/95**

The money formed part of the \$500m package of the bank's loans to SA, pledged last year as part of Japan's \$1.3bn aid programme.

Nanbara said another loan to the Development Bank of Southern Africa could be concluded soon.

Nanbara, who was leading a high-level economic mission to SA, held general

**JOHN DLUDLU**

discussions with Minister without Portfolio Jay Naidoo yesterday. "Mr Naidoo told us that government would prefer assistance to small companies as opposed to bigger ones who can make it on their own."

It was unclear how the Development Bank planned to spend the money, but Nanbara said he would be happy if it went towards developing small business.

He said he was impressed by Naidoo and the new government. "They are prudent and disciplined."

He would like to see a more balanced flow in trade between Japan and SA in which SA diversified its exports.



# Juicy retrenchment deals lined up at SABC

■ BY HELEN GRANGE

The SABC has earmarked several million rands for handsome voluntary retrenchment packages for about 730 staffers, according to a document in The Star's possession.

SABC staff have been told they must apply for retrenchment packages by the end of next month if they are to qualify.

Financial details of the packages, conveyed to staff by SABC management on Friday, contain incentives for newly recruited employees and employees older than 45.

Retrenchments will affect mostly administra-

tive staff and are expected to result in a wage saving of R67 million a year.

The package includes:

■ One month's salary for each completed year of service, with a minimum of three months and a maximum of 12 months. (This means staffers who have completed less than three years' service will be eligible for a three-month salary package, while those with more than 12 years of service will be eligible for the limit of a 12-month salary package.)

■ An age premium of 15 percent of one month's salary to employees who are between 45 and 49,

and of 20 percent to those more than 50 years old

■ A pro rata 13th cheque for each completed month of service in 1995

■ A contractual notice period will be paid out in cases where the notice is not worked.

All holiday leave to an employee's credit will be paid out, subject to the maximum that applies in terms of individual contracts

The retrenchments are aimed at cutting the staff complement by 15 percent to advance the SABC's target of having 50 percent black representation on its payroll

(260) Star 7/2/95

## Links of SABC staff with army unit to be probed (260)

The SABC will definitely be appointing a task team to investigate the involvement of staff members in the South African Army Troop Information Unit (Saltie), according to an SABC source.

The source said, however, that the corporation was also seriously considering looking into the military backgrounds of all its staff members.

But turning the matter into a witch-hunt was not what the SABC wanted to do, the source close to group chief executive Zwelakhe Sisulu said.

Many white male staff members had done compulsory military service before the new government came to power. Some had served with Saltie.

Saltie's membership comprised not only SABC journalists, but also cameramen, freelance journalists, photographers, public relations officers and "journalists from practically every newspaper in the country", former Saltie commander Nico van Burick said.

*Star 7/2/95*  
Sisulu confirmed earlier that many members of staff had been involved in the unit.

Van Burick has stepped down from his position as acting editor of *Agenda* and is awaiting an SABC probe into reported allegations that he had been spying at the SABC following his past involvement with the army unit.

He said earlier it had never been a secret that he had been the officer commanding Saltie.

He welcomed the SABC inquiry into the reported allegations, "not only to restore my own credibility but also because it is important to every person who did military service".

Asked for reaction to the probe into all SABC journalists' military backgrounds, one journalist said they had been compelled by law to do their military service.

One of the problems that arose was where to draw the line between people who did border service and shot people and those who "wrote articles for the army's magazines". — Sapa.

# Eskom workers in protest demo

Staff Reporter

ABOUT 50 members of the predominantly white Mineworkers Union demonstrated for several hours outside Eskom's regional office in Bellville today to protest about the electricity utility's implementation of its affirmative action programme.

At Koeberg nuclear power station, members handed a memorandum to management outlining their grievances.

These included concern about the proposed phasing out of subsidies for housing, lights, water and transport.

The memorandum expressed union concerns about continued assistance to the "underprivileged" to the exclusion of similarly afflicted whites

Protesters emphasised that the union would not disrupt power supplies to the Peninsula or cause disruption at the nuclear plant.

"At Koeberg we have decided not to take the day off. We will hand over a memorandum during lunchtime," said Koeberg branch union chairman Derrick Douglass

The union was not against affirmative action but had a problem with the way in which it was being implemented by Eskom, he said.

An Eskom spokesman said "We (Eskom management) will not comment at this stage because we don't want to bedevil negotiations"

260 ARG 8/1/95



# Eskom protests 'may result in sabotage'

■ BY JUSTICE MALALA  
LABOUR REPORTER

The all-white Mineworkers' Union (MWU) has warned that mass action by its 6 000 members at Eskom power stations, which begins with protest marches today, could enter an "uncontrollable" second phase if management does not meet its demands

Union officials yesterday said emotions within its ranks were running high and there might be industrial sabotage at some power stations if Eskom management did not stop moves to bring about parity in the benefits of all employees

MWU organising secretary Flip Buys said yesterday the union would stage peaceful protest marches to various power

stations.

The marches would begin at 6 30 am when shifts changed at the power stations and would continue until noon when memoranda detailing the union's grievances would be handed over to managers

The MWU is protesting against Eskom programmes to scale down housing, transport, water and electricity benefits to effect parity between black and white workers

The union is also aggrieved at Eskom's affirmative action policy, which it says will affect about 12 000 jobs for whites

Eskom spokesmen could not be reached for comment yesterday but a source within the organisation said management planned to restart negotiations with the MWU

star 8/2/95

# White union to stage Eskom mass action

ABOUT 4 000 members of the all-white Mineworkers' Union will embark on a national mass action campaign at Eskom power stations today — under the banner of "Operation Turning Point".

This action is in protest against the company's proposed changes to workers' benefits and its alleged unfair application of its affirmative action programme which, the union claims, could jeopardise the job security of 12 000 whites.

White workers have taken a day's leave to embark on protest marches

If no response is received by February 15 the mass action will enter phase 2 and could become "uncontrollable". The union's Flip Buys said emotions were running high and the union could not guarantee that future action would remain peaceful. Nor could sabotage be ruled out.

The union said that negotiations over the change in benefits, including housing and transport subsidies, deadlocked after the company remained firm on its decision to reduce such subsidies. The union believes this is part of the company's strategy to "redistribute" employee benefits across the board to all other employees.

RENEE GRAWITZKY

(260) (S)  
Buys questioned whether Eskom's facilities could continue operating if the company relied on its affirmative action appointees in the event of all members taking part in mass action.

BD8/2/95

# SABC radio presenters' retrenchments on hold

BY MICHAEL SPARKS

The retrenchment of up to 15 presenters from Radio South Africa has been put on hold after an agreement was reached yesterday between the three SABC unions and management, according to a source at the corporation.

The source said the agreement meant that management would assess the skills of those who were to be retrenched and a decision would then be taken about whether their skills could be used elsewhere at the corporation.

(260)  
Star 8/2/95  
or whether any retraining was possible

It would take two weeks before management could meet the unions again to discuss their findings. The agreement also ensured that no such arbitrary action would be taken in the future.

This agreement does not affect the voluntary retrenchment packages chief executive Zwelakhe Sisulu offered to staff on Friday.

The voluntary retrenchments were aimed primarily at management and administrative staff, the source said.



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# White miners' protest 'serious'

ET 9/2/95 (260) (260)  
PRETORIA. — Business leaders and the authorities should not make light of the protest by the all-white Mineworkers' Union, Freedom Front leader General Constand Viljoen warned yesterday.

He said the MWU demonstration at Eskom plants earlier in the day against affirmative action signalled the beginning of a firm stand.

"They are saying 'Enough is enough. Justice should be applied evenly'" (260) (260)

Gen Viljoen said if affirmative action resulted in depriving people of job opportunities on a racial basis, the country would lose large numbers of highly qualified entrepreneurs.

"The responsible way in which the MWU is conveying this message deserves praise and is in stark contrast to the irresponsible industrial action by some other groups," he said. — Sapa

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## Affirmative action protest

### at all Eskom power stations

**JENEE GRAWITZKY (2155)**

ABOUT 1 800 members of the all-white Mineworkers' Union (MWU) took part in countrywide protest action at Eskom power stations yesterday.

White worker's grievances are related to the company's affirmative action programme and the proposed changes in employment benefits.

Protests outlined included "whites are not planning to sign our future away because of affirmative action, the approach of blacks without experience or qualifications will not be tolerated", and "members' children will not get a chance to have a career at Eskom".

Eskom said it was not prepared to compromise on affirmative action, but assured the programme would not lead to involuntary retrenchments.

"What it does mean however is that many more opportunities for development and upward mobility of black and other previously disadvantaged employees will now exist," Eskom said.

The company said the proposal for phasing out accommodation, transport and water and electricity subsidies, granted to employees in remote power stations, was part of the company's overall rationalisation programme of standardising employment conditions.

The disparities that existed "are no longer defensible", said the company.

Trade unions are supposed to respond to various alternatives discussed by February 15. Only thereafter will the company be able to "determine the next steps".



Eskom's Kendal power station manager Peter O'Connor after receiving a memorandum from about 160 Mineworkers' Union members during their protest action yesterday.

Picture NICKY DE BLOIS



# Radio of the <sup>(260)</sup> rainbow nation <sup>W/M 10-16/2/95</sup>

The IBA is considering hundreds of applications for temporary community radio licences.

**Bruce Cohen looks at the colourful entries**

**R**ADIO that will entertain the historically disadvantaged. Radio that will contribute to reconstruction, reconciliation, self-esteem, pride, peace and self-sustainability. Radio that will be non-racial, non-sexist and non-derogatory. Radio that will establish and promote a living witness to the reality, presence and power of the Lord Jesus Christ. Radio that will belt out hits from the '50s.. Welcome to community radio in the new South Africa.

These are some of the descriptions of services proposed by the 200-odd applicants for temporary community radio licences. The Independent Broadcast Authority (IBA) began hearings on these applications on Wednesday.

Two communities which have jumped on to the broadcast bandwagon are the Muslim and Christian faiths. While there are at least a dozen applications from Christian groups, Islamic organisations have applied for no less than 17 commu-

nity radio licences throughout the country.

The Muslim stations will be offering little in light entertainment. The proposed programme schedule for Radio Azanna in Natal, a project of the Southern African Islamic Youth Conference, promises that 20 per cent of airtime will be devoted to recitation and discussion of the Holy Quran, 10 per cent to the sayings of the Prophet and 10 per cent to the study of the Arabic language.

The wooliness of the IBA Act's definition of a community station has resulted in numerous applications for community licences by commercial outfits, in an apparent effort to bypass delays in the granting of commercial licences.

Tony Sanderson, one of the IBA's greatest critics, is in the queue for a community licence — although his Solid Gold FM Stereo application is in the name of well-known Jo'burg progressive Paul Asherson.

The grant Caxton publishing group wants a licence to start a community station in Nelspruit, where it's *Louwelder* paper operates. And Peter Woolman, brother of Caxton's MD Terry Woolman, who owns a string of "knock 'n drops" from George to Mossel Bay, has applied for half a dozen licences along the coast.

The applications — which are available for public scrutiny — make



**Fascinating reading: The applications are available for public scrutiny**

for fascinating reading, especially when it comes to the CVs of the applicants.

Radio Horizon, a West Rand aspirant, informs us that one of its members, Mrs Diana Maria Streicher, has been treasurer of the local church for 30 years and "has no criminal record or offences".

Theo de Jager, heading up Baken (Beacon) Radio, a project of the Junior Rapportryers, says he has been a consultant to the Atomic Energy Corporation, Denel (Armescor) — and the Ostrich Production Association.

Tony Dovale, the head of Radio CANI (an acronym for constant and never-ending improvement), which

is threatening to beam self-help interactive radio into Alexandra and Sandton, includes in his CV the disclosure that he is the youngest person in South Africa to receive the Chief Scouts Award (date not given). He is also a current member of the Inanda Club.

Radio Cyead, which has ambitions to entertain and inform the residents of Belfast, Ogies, Middelberg and Carolina, includes among its office bearers Johanna Smit (22), who, we are told, is in very good health and has a cheese and wine certificate.

And fail-safe Radio Graaff Remet will depend upon the services of Ray's Radio and TV Repairs to keep its signal on air.

The IBA has also received several applications for TV licences. Among them is one from Box-Office Films in Durban, which is planning a Natal/PWV station called Film-Net targeted at the Indian community. Two of those supporting the application are Dr B Mararjee and Mr S Naidoo, both of whom describe themselves as "Male, South African citizen committed to the RDP". The response of the applicant to what precautions will be taken to ensure the company is non-profit "All 11 accounts will be transparent."

All this, and much, much more will come under the scrutiny of IBA counsellors over the next few weeks — as many fear — months



ISCOR

(12/99) (260)  
FM 10/2/95  
**Timing dilemma**

**In retrospect**, the R1,25bn rights issue announced last week couldn't have come at a more sensitive time. With the market behaving unpredictably — it has fallen sharply, bounced back, and is in the course of another downward move, all since early last month — Iscor CE Hans Smith is faced with a series of potentially limiting problems.

The need for the rights issue is born out of the steelmaker's new projects, which together are expected to demand peak funding requirements of between R1,25bn and R1,5bn. First on the list is the proposed Saldanha Steel carbon replacement project to be undertaken with the IDC at a cost of about R3,6bn. However, this is substantially reduced by S37E tax credits of more than R1bn, apparently the last project to be granted this facility.

At the same time, Iscor is galloping ahead with its conversion of the Pretoria mill from carbon to stainless steel production at a capital cost of R100m. Concurrently, the company is taking on a micro stainless steel project in Durban with an international partner (R80m), is buying Tosa Seamless Tubes from Dorbyl (R150m) and Cullinan Refractories for R80m (including loans). The bill for these projects is,

therefore, pretty steep.

Last year, Iscor's outstanding interest-bearing debt was about R2bn, an amount which left everyone, Smith included, somewhat uncomfortable. It led Smith to announce that debt retirement was his absolute priority. And he has succeeded to a degree which has surprised even the sceptics. Despite the Newcastle works accident, which cost about R400m, Iscor's debt has been rolled back by probably about R1bn.

Given that the company is now riding the crest of a commodity boom, it is reasonable to presume the balance will be taken out over the next financial year. This emphasises the nature of commodity-linked companies like Iscor: when things are good, they are very, very good, when they are bad, they are horrid.

But Smith's problem next week is different: it is how to price the rights issue, in which the lead underwriter is investment trust Genbel. Smith has visited most of Iscor's major institutional holders, they have indicated — but haven't committed — their support. If the market slides into a deep trough, it may be enough to see that indication evaporate. The alternative is that Smith may have to peg his offer price at a level he finds unacceptable and that could invite a postponement instead.

Interestingly, Iscor has the largest shareholder base of any SA company — probably about 200 000 investors. That explains the need for underwriters and the opportunity it presents. Genbel CE Anton Botha says he anticipates taking up about R150m of the issue and will go as high as R250m if necessary. But he emphasises that Genbel's role is being underpinned by many institutional subunderwriters. It is certainly as clear an indication as any of Iscor's substantial support base in the market.

David Gleason



**Iscor's Smith . . . now to set the price**

*More black languages, less dubbing*

# Radical changes for TV

(260) Star 10/2/95

■ BY JANET SMITH

Cricket commentary in Xhosa and TV1 newscasts in Zulu are among the drastic changes the SABC is planning for its television service within weeks

Documents in *The Star's* possession indicate that the corporation intends to introduce African languages gradually on to TV1, although it will remain a predominantly English-language channel

Producers of TV1's *Agenda* and CCV's *Newsline* meet today to discuss the future of current affairs programmes following a meeting on Wednesday to kick-start chief executive Zwelakhe Sisulu's "fast-tracking, implementation of change programme" at the SABC

## Replacing

Proposals include replacing dubbed foreign series with in-depth local programmes and, also, advertising in all official languages on TV1

Some news bulletins, devotional programmes and magazine inserts in African languages are also proposed for TV1

The proposals will be presented to the SABC board by

**ENGLISH will continue to dominate TV1, but other languages will be phased in soon**

February 14.

From as early as Monday, there could be magazine inserts in African languages on TV1's *6 On 1/6 Op 1* weekday programmes. Religious programmes including the morning message and *Compass* may soon be replaced by devotions in the minority African languages

CCV's *Newsline* is set to be broadcast five days a week from March 6, instead of the present three days a week.

Two news bulletins in African languages could reduce the number of bulletins in English and Afrikaans on TV1, while regional news roundups on *Good Morning South Africa* are set to be broadcast in African languages by March 6

NNTV could have its own 7.30 pm news bulletins in the major African languages from the same date, with bulletins broadcast in the minority languages siSwati, siNdebele,

Tshivenda and Xitsonga as well as Afrikaans at 9 pm on that channel.

Both CCV and NNTV would provide complementary news bulletins in African languages, with a main news broadcast on CCV at 9 pm preceded by a shorter bulletin at 6.30 pm as from March 6.

New American adult series, *The Round Table* and *Grapevine*, are set to be replaced by local documentary and discussion programmes such as *Ordinary People* and *Future Imperfect* by Thursday.

## Recall

In other changes, dubbed Afrikaans programmes on Wednesday nights at 10.15 are to be replaced early in March by a locally produced series *Stories from the Island A Journey Back* in which prominent ex-political prisoners recall experiences on Robben Island.

The popular American family series *Dr Quinn: Medicine Woman* is likely to be replaced by a rerun of *Shaka Zulu* from April 14 in the 7 pm slot

Advertising in the 11 official languages could be introduced on TV1 by Monday.



# SABC on the fast track to change

260

ARC 11/2/95

**LOUIS de VILLIERS**

**JOHANNESBURG** — Sweeping changes to the scheduling of programming on SABC television stations TV1, CCV and NNTV is in the pipeline

At this stage, stresses SATV senior general manager special projects Solly Mokoetle, the scheduling changes are in the proposal stage

"Proposals for fast tracking change are being received from the sections such as the schedulers, television news production and production house Safritel

By March, changes which will reflect the board's objectives, vision and values will become apparent," says Mokoetle

SABC sources indicate that the changes in programming will, eventually, go to the heart of the SABC's three branded television stations

In the SABC's submission to the Independent Broadcasting Authority three channels were envisaged

Two of these were to be public service (PSB) channels in the form of an information/actuality/education channel and a CCV-hybrid so-called "Rainbow" channel, while the other would be a fully-fledged commercial channel unencumbered by PSB responsibilities, broadcasting almost exclusively in English

For advertising agencies and marketers, who are the main funders of the SABC, the changes at short notice is bound to be a worry

Advertisers book space up to

three months in advance — any significant change in scheduling could introduce uncertainty in terms of target audience reached

Senior SABC sources, for instance, indicate that some of the proposals on the table call for some vernacular programming on the station which is currently known as TV1

Also that all 8 o'clock news bulletins should be in English, with earlier and later bulletins in Afrikaans

There is also a suggestion that two of the five news bulletins on Good Morning South Africa should be in vernacular languages

TV1 marketing head Bruce Coldwells confirms that changes to the scheduling at TV1 is "fairly imminent"

Says Coldwells "At this stage, everything still has to be approved"

The changes present a problem for TV1's commercial sales department

Last year, TV1 embarked on a sales strategy of individual deals with marketers with the aim of locking them into long-term contracts

"We will obviously have to renegotiate with those who have made commitment," says Coldwells

While the changes may cause controversy in terms of a perceived down-grading of Afrikaans, it appears as though media planners will take them in their stride

"The people meters pick up

changes in audience very quickly," says Ogilvy & Mather Rightford (Transvaal) deputy managing director John Montgomery

"Television viewing is a matter of habit — audiences won't disappear overnight

"While some white viewers may be lost during vernacular broadcasts, affluent black viewers may be gained We will have to monitor the situation carefully"

Over the longer term, Montgomery envisages a possible audience erosion at the SABC's two PSB channels

"Public service broadcasting is in trouble everywhere in the world, also in the USA Entertainment drives television — there's no reason why South Africa should be different"

The changes at the SABC could have a marked impact on the business of two advertising agencies

Both Sonnenberg Murphy Leo Burnett, which handles TV1, and Bates South Africa, which handles CCV, seem to have resigned themselves to the fact that the future will not be business as usual with Auckland Park

The channels proposed by the SABC to the IBA bear little resemblance to the corporation's current television portfolio, except in the case of CCV, which will have an element or two in common with the new Rainbow channel

Rebranding of the SABC channels, although some months off, seems a distinct possibility



## Iscor pitches issue at 380c

Business Staff

JOHANNESBURG — Iscor has priced its R1,3 billion rights issue at 380c a share, 55c below yesterday's closing share price of 435c, ensuring active trade in the ml-paid letters

According to a statement released with the group's interim results, shareholders will be able to subscribe for 18 new shares for every 100 held

As previously reported, the rights issue is intended to finance the R3,6 billion Saldanha Steel carbon replacement project, which is a joint venture with the Industrial Development Corporation (IDC), the R100 million conversion of the Pretoria mill to stainless steel production, a micro stainless steel project in Durban and the purchases of Tosa Seamless Tubes and Cullinan Refractories

Interim figures from the group are in line with the indication made at the beginning of February, when Iscor announced its intention to proceed with the rights issue

ARG 14/2/95  
Although turnover rose only 9,4 per cent to R5,4 billion, operating profit soared 44 percent to R548 million

On the back of a R632 million positive cash flow, the group was able to reduce net borrowings to R1,1 billion, in line with the target set for the 18 months to December

This was reflected in a R43 million drop in financing costs to R114 million

After a rise in current tax to R64 million (R14 million) and deferred tax to R77 million (R52 million), attributable earnings were R293 million (R158 million)

Earnings a share climbed to 15,3c from 8,2c

Capitalisation shares in the ratio of one for every 100 shares held or a cash dividend of 4c a share are being offered to shareholders

The capitalisation award is equivalent to about 4,4c a share at the current share price

# Iscor posts massive jump in earnings

PRETORIA. — Iscor yesterday reported attributable earnings up a massive 86,6% to R293m and a positive cash flow of R532m for the six months to December.

"This recovery is coupled to the continued focus on the fundamentals of our business of cost containment, productivity improvements and cash management to enhance earnings growth," MD Hans Smith said

The Iscor board again elected the allocation of a share capitalisation award in the ratio of one new fully paid up ordinary share for every 100 ordinary shares held. Shareholders could elect to receive an interim cash dividend of four cents a share for the interim period.

Iscor's positive cash flow enabled the steel producer to reduce net borrowing by R632m to R1 086m, achieving the R1bn debt reduction target set for the 18-month period to December.

For the first time Iscor reported the major divisional contributions to the

group's performance. The turnover figures included intergroup sales. The mining division had a turnover of R1294m (R1146m) and an operating income of R249m (R195m) for the six month period. This was 28% higher than the previous period despite the decrease in the average lumpy iron ore price of 5,2% in dollar terms

The steel division's turnover rose from R4 137m in 1993 to R4 464m while its operating income increased from R205m to R320m despite the negative impact of the Newcastle blast furnace burn-through.

"It has become important for Iscor to focus on growth for its shareholders by investing in world class projects," Smith said. Iscor's board had approved a rights issue for approximately R1,3bn to specifically fund these projects. Iscor would offer its shareholders the right to subscribe for 18 rights shares for every 100 held at an issue price of 380 cents a share. — Sapa

(260) (260) CT 14/2/95

# Strong cash flow helps Iscor cut debt

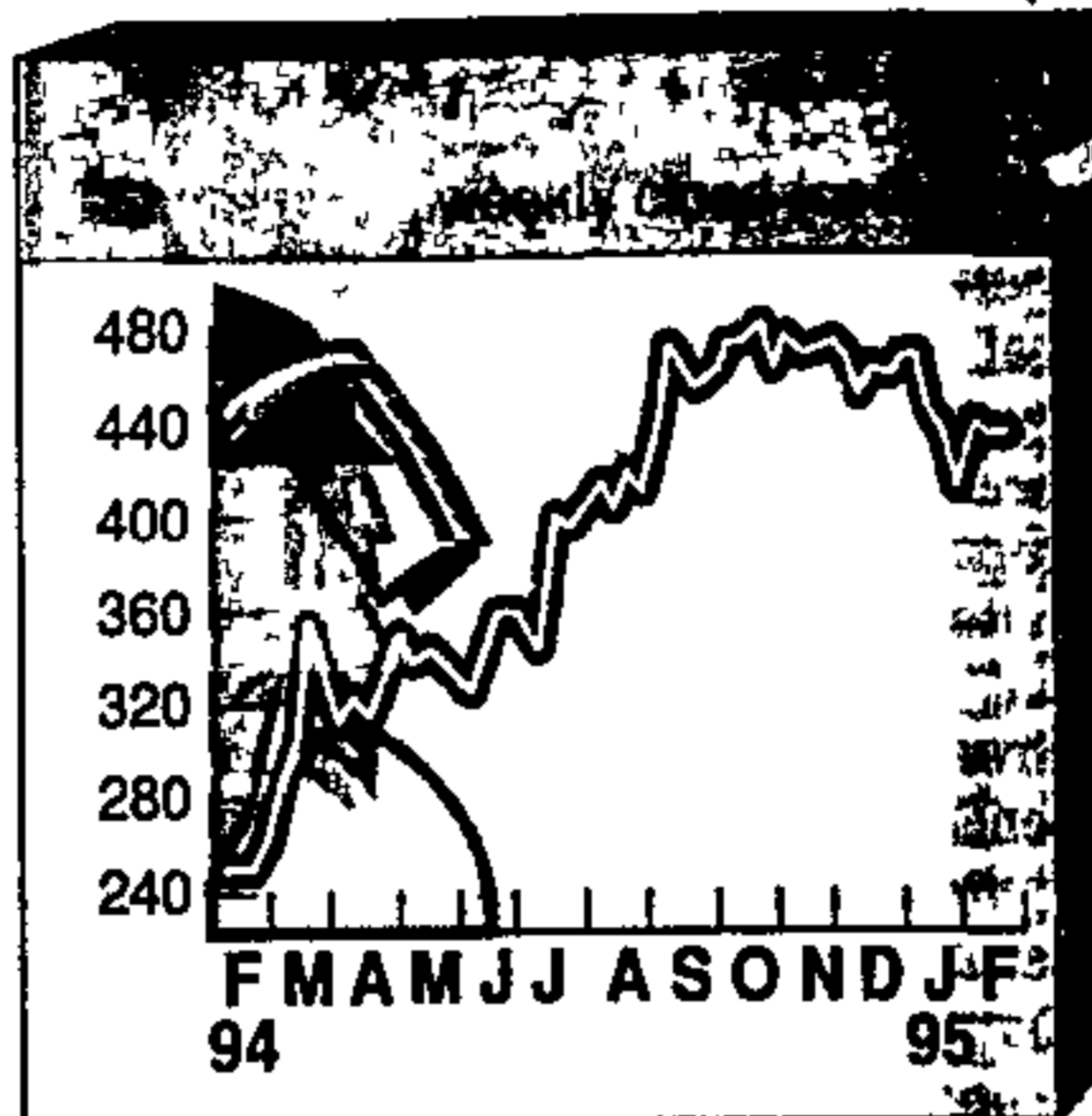
MARCIA KLEIN

RECOVERY in the local and international steel markets helped Iscor record an 87% increase in interim attributable income to R293m for the period to December. This translated into earnings of 15,3c (8,2c) a share.

MD Hans Smith said yesterday he was particularly pleased that Iscor had met its debt reduction target despite the Newcastle blast furnace burn-through, which had cost the group about R400m. Positive cash flow had enabled Iscor to reduce borrowings by R632m to just more than R1bn.

Group turnover rose 10% to R5,4bn (R4,9bn) and operating income was 44% up at R548m (R381m).

Iscor, for the first time, gave an indication of divisional contributions. The steel division reported turnover of R4,5bn (R4,1bn). Despite the effect of the Newcastle burn-through, operating income at the division grew 56% to R320m (R205m). Legal proceedings had been instituted against the insurers.



The upturn in the domestic market saw local steel sales grow to 57% (48%) of steel sales volumes. Turnover at the mining division was R1,3bn (R1,2bn). Operating income rose 28% to R249m despite the 5,2% decrease in the average lumpy iron ore price in dollar terms.

Smith said the recovery in the group's

□ To Page 2

## Iscor

markets was "coupled to the continued focus on the fundamentals of our business of cost containment, productivity improvements and cash management to enhance earnings growth".

Lower interest charges enabled Iscor to lift pre-tax income 94% to R434m (R224m). But a higher tax burden — including the change to the comprehensive method of accounting for deferred tax — saw taxed income increase 85% to R293m (R158m).

An interim dividend equivalent to 4c (3,24c) a share was declared. To preserve cash resources, shareholders were offered a share alternative in the ratio of one new share for every 100 held.

The board approved a rights offer of about R1,3bn to fund a number of projects,

including a 50% holding in the R3,6bn Saldanha Steel project, the R100m conversion of the Iscor Pretoria Works to a stainless steel operation and the R177m acquisition of Tosa Seamless Tubes. Shareholders would be able to subscribe for 18 rights shares for every 100 held at an issue price of 380c a share.

Smith said the international market for steel was strong. An increase of 9,9% in the international price for lumpy ore had been concluded from April 1. Local demand had increased beyond expectations and growth was expected to remain strong. Earnings for the second half would continue "to show a significant increase" on year-earlier figures.

(187) (260) BD 14/2/95 From Page 1



Shares pitched at 55c below market price *stav 14/2/95*

# Iscor sets rights issue

**SHAREHOLDERS will be able to subscribe for 18 new shares for every 100 they hold.**

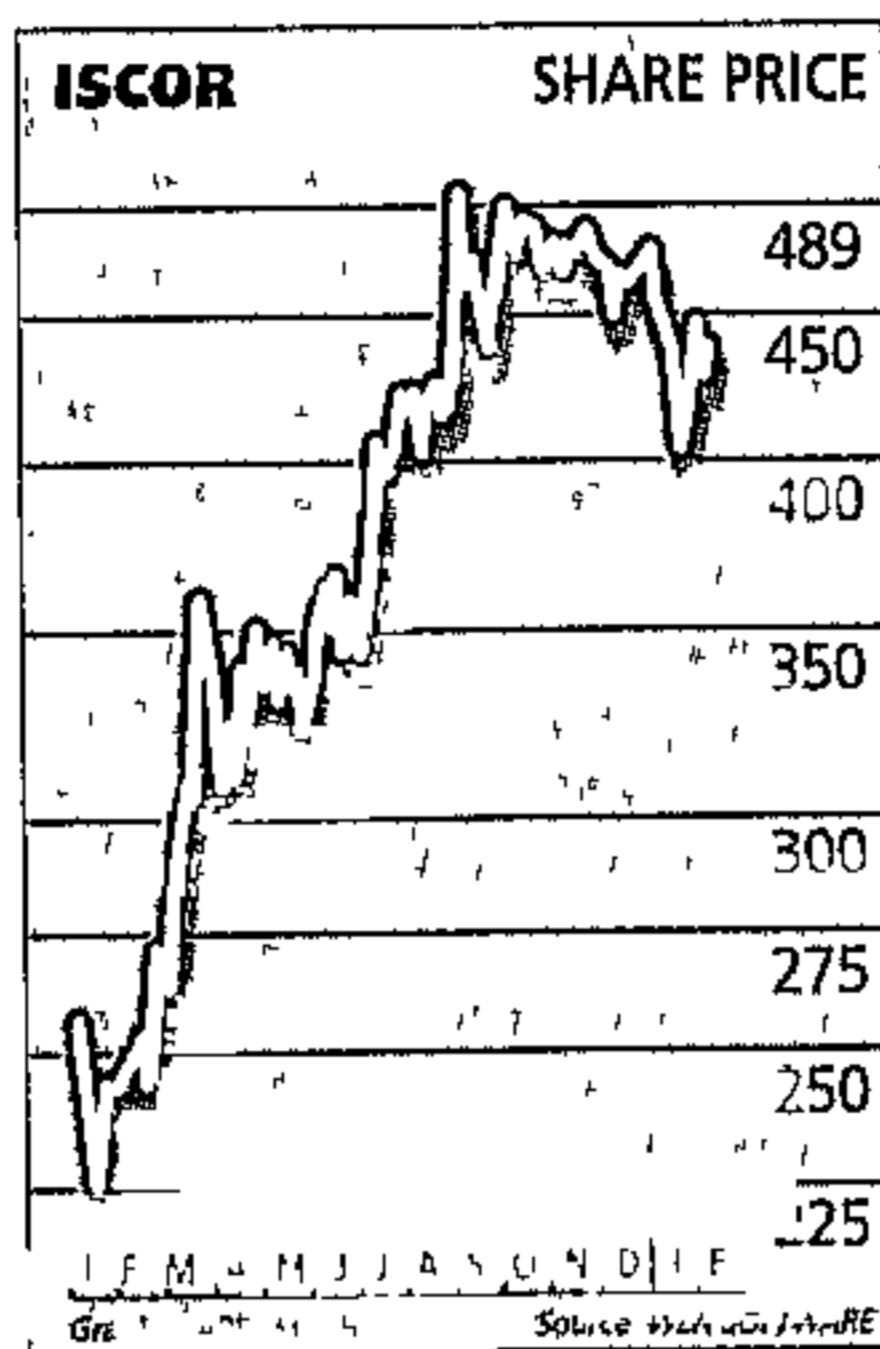
■ BY CHARLOTTE MATHEWS

Iscor has priced its R1,3 billion rights issue at 380c a share, 55c below yesterday's closing share price of 435c, ensuring active trade in the nil-paid letters.

According to a statement released with the group's interim results, shareholders will be able to subscribe for 18 new shares for every 100 held.

As previously reported, the rights issue is intended to finance the R3,6 billion Saldanha Steel carbon replacement project, which is a joint venture with the Industrial Development Corporation (IDC), the R100million conversion of the Pretoria mill to stainless steel production, a micro stainless steel project in Durban and the purchases of Tosa Seamless Tubes and Cullman Refractories.

Interim figures from the group are in line with the indication made at the beginning of February, when Iscor announced its intention to pro-



ceed with the rights issue.

Although turnover rose only 9,4 percent to R5,4 billion, operating profit soared 44 percent to R548 million.

On the back of a R632 million positive cash flow, the group was able to reduce net borrowings to R1,1 billion, in line with the target set for the 18 months to December.

## Ratio

This was reflected in a R43 million drop in financing costs to R114 million.

After a rise in current tax to R64 million (R14 million) and deferred tax to R77 million

(R52 million), attributable earnings were R293 million (R158 million).

Earnings a share climbed to 15,3c from 8,2c.

Capitalisation shares in the ratio of 1 for every 100 shares held or a cash dividend of 4c a share are being offered to shareholders.

The capitalisation award is equivalent to about 4,4c a share at the current share price.

Iscor MD Hans Smith said yesterday the improvement in results showed the recovery in domestic and international steel markets, coupled with the group's focus on cost containment, productivity improvement and cash management.

A divisional breakdown shows that turnover of the mining division was R1,3 billion from R1,1 billion in 1993, on which operating income was R249 (R195) million, showing margins at 19 percent from 17 percent.

The improvement was despite a 5,2 percent fall in dollar terms in the average lumpy iron ore price.

Margins in the steel division rose to 7,2 percent from 4,9 percent on turnover at R4,5 million (R4,1 billion) and operating income of R320 mil-

lion (R205 million).

This was achieved despite the negative impact of the Newcastle blast furnace burn-through, currently the subject of a dispute with the insurers against whom Iscor said it had instituted legal proceedings.

The insurers are a consortium led by Guardian National.

Total steel sales volumes showed growth in local sales to 57,2 percent of the total from 48,3 percent in 1993.

Exports dropped to 42,8 percent of the total from 51,7 percent previously.

## Market

Smith said growth in the local steel market was expected to increase and remain strong in 1995.

"The outlook for the international steel market remains positive.

"An increase of 9,9 percent in the international price for lumpy iron ore has been concluded from April 1 1995."

Smith said earnings for the second half of the financial year should continue to show a significant increase over the same period in 1993/94.

# Sentech to help police the airwaves

MARK ASHURST

SENTECH, the SABC-owned signal distributor due to become a commercial "common carrier" for new broadcasters, would cut services to any client who defied regulation by the Independent Broadcasting Authority, a spokesman said yesterday. Referring to the possibility of international satellite broadcasters failing to comply with local content quotas laid down by the IBA, communications and technical information manager Les Vermaak said Sentech would stop distributing any signal on instruction from the IBA. (260)

Sentech is alone among potential signal distributors in supporting proposed amendments to the IBA Act which would enable the IBA to regulate signals broadcast from space. If the proposals become law, satel-

lite broadcasters using an SA signal distributor would have to apply for a licence from the IBA. If they failed to respect regulations, distributors could be left carrying the cost of expensive satellite space for clients closed down by the IBA.

The issue is sensitive because the cost of hiring satellite space is about \$2m a channel.

Sentech has already booked space on the new Pan-AM IV satellite servicing Africa, which is due for launch later this year. BD 16/2/95

Jock Anderson, MD of rival signal distributor and M-Net subsidiary Orbicom, said regulation could hamper SA signal distributors "It places hurdles in front of local operators. Ap-

propriate regulation is absolutely necessary, but this is a costly resource."

However, Sentech did not expect problems related to IBA regulation. "I do not consider the big players to be mavericks. Even in Europe they stick to the rules," said Vermaak.

"We will take a very careful stand on evaluating a new client, and it is quite possible we would take legal action against clients who defaulted."

In terms of the IBA Act, signal distributors would have to be licensed by the IBA and would be barred from carrying the signal of unlicensed broadcasters. The Act is thought to be the only broadcast legislation in the world which places the onus for respecting regulatory conditions on distributors as well as broadcasters.

# Iscor takes hard line on Saldanha plant site

(260)

FRG 16/2/95

**ALIDE DASNOIS**  
Deputy Business Editor

ISCOR would scrap its new Saldanha project rather than shift the site of the plant, MD Hans Smith has warned.

Addressing the Investment Analysts' Society in Cape Town, he said: "We will not be messed around."

"If the government or any political or environmentalist body forces us not to build on that site, we will walk away"

"I won't build a plant where it doesn't make sense for my shareholders," Mr Smith said

The site had been zoned for heavy industrial development in 1980

Iscor had "followed all the rules" as far as environmental assessments were concerned

Mr Smith said resistance from environmentalist groups was not about air pollution. Emissions would be well within international standards

"We've been told the plant won't look good. They don't want a plant 140 storeys high on that site."

Iscor's steel division head Ke-

vin Robertson told the meeting the financing for the Saldanha project was in place, with Iscor and IDC as the major shareholders.

Also, the management structure was ready and an order for a R160 million air separation unit had been placed so that Iscor could immediately qualify for tax benefits

"Everything's ready"

He said Iscor would not consider moving the site of the plant "even 10 kilometres"

Any move would burden the group with significant handling costs

"If we can't build on the site we've identified, close to the harbour, we'll pull out."

Iscor reported an 87 percent increase in attributable profit to R293 million in the six months to December. Net borrowings were reduced by R632 million to R1,08 billion.

The group is offering shareholders an 18-for-100 rights issue at 380c a share, to raise R1,3 billion for the Saldanha project and other expansion

Iscor is this year expecting strong growth in the domestic

steel market where margins are stronger than on foreign markets.

Mr Robertson said according to Iscor's "realistic pessimistic" scenario, economic growth would peak late this year or early next year

But slacker demand for steel on local markets would be offset on foreign markets

The US market was expected to peak in the second quarter, but prices would not fall below current levels

The European market was expected to peak in the second quarter of 1997 and the Far Eastern market — Iscor's strategic market in the long term — not until the second quarter of 1998

Prices in the Far East were rising faster than predicted

Mr Smith said Iscor was looking ahead to the bottom of the next cycle

It was crucial for the group to repay its debts in the next three years and to have cash on hand when the cycle bottomed.

"That's when there are real opportunities for acquisitions and takeovers"



# Eskom could be forced to open mothballed stations

STANDERTON — State utility Eskom could soon be forced to bring mothballed power stations back on stream as excess capacity dwindled, a spokesman for Anglo American Coal Corp (Amcoal) said.

"There is a concern they may be hard-pressed," Amcoal's marketing director Hugh Stacey told analysts at its New Denmark Colliery.

Amcoal, like other local coal producers, would bid to supply any reopened coal-fired stations and would need to increase production

Stacey said Eskom had 38 000 megawatts of installed power, of which 6 000 megawatts had been mothballed. This left 32 000 megawatts but because Eskom had to retain spare capacity to allow for overhauls, its supply amounted to 30 000 megawatts

Demand rose 7% to peak at about 25 000 megawatts in mid-winter last

year and with projects such as Alusaf's Hillside aluminium expansion due to start up this year, a rise of 4%-5% was likely this year.

Stacey said Eskom would probably have to reopen at least three power stations initially.

A decision to do so might have to be taken within the next year if it was projecting a long-term annual growth rate of about 5%

Between 7-million to 12-million tons of additional coal a year would be needed. Amcoal's New Denmark Colliery, which serves Eskom's Tutuka power station, had 80% of its design capacity of an annual 10-million tons installed

It planned to increase production to 9-million tons this year, but it was still waiting for a decision by Eskom to enable it to go ahead with the completion of capacity to 10-million tons, he said. — Reuter.



BROADCASTING

# Frustration for the wannabes

FM 17/2/95 (260)

**Frustration is** growing among would-be broadcasters over the time it is taking to grant commercial broadcasting licences, which are now not expected to be issued until next year in some cases

"The delays are of major concern to us as commercial broadcasters," says Stan Katz,

So this will be the first of a number of amendments we will need. We have to hold hearings. But the things we asked for are the things we need to do the job"

Meanwhile, the IBA is issuing temporary licences to some among the 200 applicants (170 for community radio, 30 for TV) "We

have set aside February and March to do hearings," says Matisonn "We will be licensing 30-40 stations over the next two months"

Anton Harber, editor of the *Weekly Mail & Guardian*, which is a member of a radio consortium with Publico and others, says the IBA's effort is to favour existing broadcasters who are able to consolidate their position and to prejudice potential newcomers

"I do understand that the IBA has a difficult and complex job to do.

It is important that they should get it right. But every month that goes past we are more prejudiced. I certainly believe it can be achieved quicker than it is being done. Radio would be an important source of revenue for us and the delay costs us all the time"



Stan Katz



John Matisonn

MD of Radio 702 and chairman of the National Association of Broadcasters "People have been putting together consortia to apply for licences. In 12-18 months a consortium can unravel. The IBA has given no indication even of how many commercial licences it will issue"

IBA councillor John Matisonn says, however, that the IBA's hands are tied by legislative and procedural matters "Under the Act as it currently stands we can only grant temporary community licences until we have done a triple inquiry into public service broadcasting, covering local content, SABC funding and cross-media control. We also must first draw up a new national frequency plan"

The IBA has drafted changes to the law which are now being evaluated by the broadcasting committee, and it is hoped they will come before parliament in the session starting next week

Katz contends that the proposed changes to the Act will make the IBA "more of an invasive and controlling body than an enabling body. The IBA is asking for more power but the NAB is opposed to this" He adds "What appears to be happening is that the IBA sees itself as there to ensure the viability of the public service broadcaster. Commercial broadcasters have been pushed to the back of the queue"

To this, Matisonn responds "The Act has vision but there are flaws in it. These Acts are constantly amended in OECD countries



# DIAGONAL STREET

# Iscor worthy of world

ST (BT) 19/2/95 ~~157~~ 260

HANS Smith, the managing director of Iscor, has achieved in 18 months a target he expected would take at least twice as long when he was interviewed for the job.

"When I was interviewed, the chairman, Marius de Waal, asked me how long it would take to get the group to this position," Mr Smith this week told the Johannesburg leg of Iscor's international roadshow.

"I told him three years, maybe longer," says Mr Smith, a man determined that the mistakes of the past will not be repeated.

"At the bottom of the next commodity cycle we aim to have cash in the bank, not R2-billion in borrowings."

When he took the helm in 1993, Mr Smith's aim was to reduce the borrowings by R1-billion by the end of 1994. The remaining R1-billion should be repaid in 30 months.

In the six months to December, Iscor's net cash flow reached R632-million and earnings a share grew 87% to 15,3c (if the partial method of providing for deferred tax had been in place, the figure would have been 19,3c against 10,9c last time). A scrip dividend of one share a 100c, or 4c cash, has been declared.

A blast-furnace problem at the Newcastle plant cost R400-million; if and when the insurance settlement is made it will go above the line as an abnormal item.

Iscor's capital projects are estimated to cost R1,7-billion and the group is to raise R1,3-billion in a rights offer of 18 ordinary shares a 100c at 380c — about 50c

below the recent market mean. Most analysts say it could have pitched at 400c but Iscor says 380c is a fair price. The projects are estimated to give an attractive 12,5% real return.

Mr Smith says that an 18-month track record of good performance is not yet enough to satisfy the cynics about the long term. However, it is his ambition to see Iscor merit the same ranking afforded Highveld, Samancor and even CMI.

"Iscor's market capitalisation is just over R8-billion but I believe we will get up to Highveld's rating and be worth R15-billion. We won't slip on the way there."

Better prices in mining exports lifted the division's turnover to R1,3-billion and operating income to R249-million. Iscor mines iron ore, coal and industrial minerals. Two projects are under consideration — Australia's Moranbah South coal mine and a mineral sands

venture in South Africa.

Steel turnover grew by 8% to R4,46-billion despite lower volume because of the Newcastle hitch. The domestic market was served in favour of the pursuit of exports as demand for pipes, packaging (tin-plate), roofing, steel merchanting and from the motor industry all jumped. Net income from steel grew by 56% to R320-million.

Mr Smith says Iscor is no longer going to be all things to all people and will focus on high value-added products. "If you exchange the sale and export of slab and hot-rolled coil for electro-galvanised and tin-plate product it has a magic effect on margin."

The group is not alarmed about steel imports, which reached 123 000 tons or 3,5% of Iscor's local sales in 1994. It will not discount steel in order to undercut but will sell only at an adequate margin. A depreciating

rand will work to Iscor's advantage but if the group perceives a major market to be under threat, it will pull out all the stops to protect itself.

The new Saldanha Steel plant is under way, an order for a R160-million air-separation plant has already been placed so that the project can qualify for Section 37E tax allowances. Mr Smith says Saldanha will not really add to Iscor's total steel production but will replace the most expensive 1-million tons of capacity elsewhere with state-of-the-art production.

The conversion of the Pretoria works to a stainless steel plant is under way, tenders are in, raw materials being sourced, a nickel supply hedged and markets investigated.

Downstream integration of the now wholly owned Tosa seamless tube plant at Vereeniging will eliminate the R70/ton cost of feed-

stock-railage from Newcastle. Modernisation of the Vanderbijlpark and Newcastle works is in progress and Durban will start to produce microsteel billets next year.

After March, the general export incentive scheme will be gone — like apartheid, says Mr Smith — but he is not worried, saying that for every R1 Iscor received under Geis, it relinquished R2 discounting to local buyers manufacturing for export.

Mr Smith and his team embark on their third international roadshow — latest estimates are that 7,5% of Iscor is held offshore.

The share price retreated 15c to 420c after its latest results, but picked up 3c following the presentation. Plenty is in its favour, not least an enthusiastic management team.

Follow your rights and stay aboard — Iscor is taking on a world-class aura.

stage

Julio Walker



# DIAGONAL STREET

Julie Walker



# IsCOR worthy of world stage

ST (BT) 19/2/95

260

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"I told him three years, maybe longer," says Mr Smith, a man determined that the mistakes of the past will not be repeated.

"At the bottom of the next commodity cycle we aim to have cash in the bank, not R2-billion in borrowings." When he took the helm in 1993, Mr Smith's aim was to reduce the borrowings by R1-billion by the end of 1994. The remaining R1-billion should be repaid in 30 months.

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Follow your rights and slay aboard — IsCOR is taking on a world-class aura.



# Snakes and ladders at Auckland Park

(260) WM 24/2 - 2/3/95

The more things change at the SABC, the more they stay the same, writes **Colin Jackson**

**T**HE nation's broadcasting heritage can be summed up with the Broderbond's cherished term, "consensus broadcasting" — which meant not challenging the regime

The old SABC left no established editorial values, because they only formally accepted that the role of the public broadcasting service was to shine the torch of truth. A critical and independent broadcasting culture was not in the interests of their political masters and they ensured, by appointing to every leading position people with the same political loyalty as themselves, that the torch remained unlit.

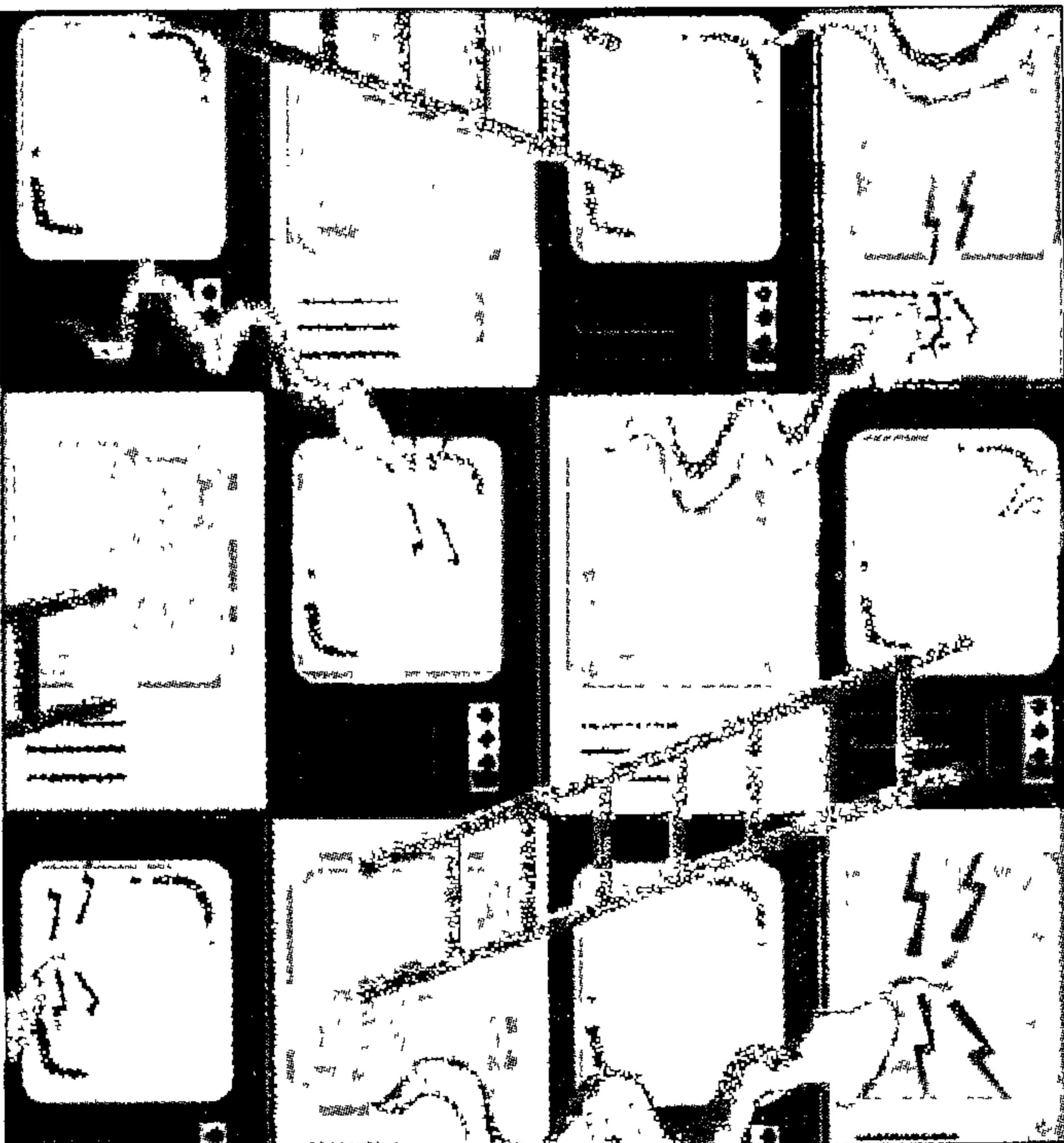
And so the new SABC management has inherited a wasteland

The new management has invested great energy in exploring alternative styles of management. It has stated its commitment to informing and educating the public in an unbiased way, and to achieving this through the agency of talented people. At the level of theory at least, a dramatically altered version is promised

Yet it is now 18 months since the new beginning, and already one can discern that the new corporation, though having progressed far beyond what preceded it, is not going to emerge as the critical and resourceful broadcaster one had hoped for

The basic functions of management are failing. The editorial quality of programmes is neglected, while the entire attention of the management is devoted to supervising the work of innumerable committees among the rank and file of the staff. Now, as before, there is no one to evaluate news material from an intelligent and independent perspective, and news programmes go on air with the topics of current interest and the people to interview derived from the newspapers. Translating existing opinions and information on to the air does not amount to journalistic investigation

In such a huge staff, there are hardly any journalists and newswriters who can do more than cobbler together other people's news. Departmental and senior managers do not



assume that anybody is capable of doing anything, provided they undergo crash courses in one of the auditoriums

The state of confusion and incompetence is so apparent that capable people avoid the SABC. Only recently I was asked to audition a candidate who turned out to be unusually able, had done a graduate course in political science in London and had written for an African political review. I knew after the first minute of the encounter that she would lose interest before she had completed her interviews. And so it turned out. Management, for its part, shelved her application, evidently finding her qualifications too formidable. Thus frightened reaction to qualified people we

knew well in the days of the old SABC

A returned exile, with a British degree, involved with the South African struggle and familiar with similar political issues in Europe and now in the publishing industry, described to me how she had first applied to the SABC and had been turned down. Laughing, she said "They felt my accent was 'colonial'. I think what they want is fake American."

From our own universities, the best graduates in literature and social sciences are not seeking out the SABC. Many of those who have attended interviews say the new management is perpetuating the low level of ability of the old SABC

It is not only daily running that is not working. Senior management has no clear concept of what acting in the public interest means for the corporation. Although there has been a laudable attempt to be fair to the different political parties to fulfil the declared obligation of being "unbiased", it should be obvious that quoting different political parties equally is not enough

The public interest requires active investigation and description of interest groups, political or financial. With penetrating inquiry, reporters could expose the consequences of policies and the weaknesses in arguments, instead of merely transmitting them. That would be in the public interest

**T**here is, for example, complete absence of debate about the SABC's nearly unrestrained freedom of advertising

Mere declarations by the highest management — in codes of conduct and the like — that the SABC serves the public do not constitute a safeguard against the intrusion of competing interests. Neither do they provide the SABC leadership with vision to see what the public interest is. We need more than an assurance that the SABC leadership intends to serve the public interest

In Germany there is a strict constitutional mechanism prescribing how the heads of the state-broadcasting bodies are selected, so that they represent a management of expertise dedicated to the public interest. The head is there to provide cultural and editorial leadership. The SABC should be identifying a similar objective, whether it achieves this through constitutional or other mechanisms is another question

Those of us who cared about broadcasting fought the leaders of the old SABC because they possessed and wasted a rare opportunity. The liberation struggle has shown insight and vision in working for the modern and free political dispensation which we are now beginning to enjoy. It would be absurd if the new SABC also wasted its opportunity. But this is now happening, in a muddle of laborious manoeuvres devoted to affirmative action and bureaucratic restructuring of the SABC by majority vote

Colin Jackson is principal announcer at Channel Africa, the SABC's external broadcaster

## Afrikaans to stay — SATV

(260) ~~260~~  
JOHANNESBURG —  
The SABC denied yesterday that a decision had been taken to remove or change Afrikaans news bulletins on TV1. ~~ET 24/12/195~~

SABC chief operating officer Mr. Gert Claassen said the corporation was merely investigating changes to the contents of its television programming. This was in conformity with its public service mandate as specified in the Independent Broadcasting Authority Act.

Mr. Claassen said news reports had inaccurately described proposed changes as decisions, resulting in widespread public confusion.

The corporation remained committed to consulting the public and stakeholders before any such changes were effected. — Sapa.



## Eskom poised to take \$150m loan

ESKOM is poised to take up a \$150m European syndicated loan instead of the Deutschmark bond issue it had planned for next month before the Mexican financial crisis hit global capital markets. (260)

Analysts said when SA launched its \$750m sovereign issue in December Eskom had indicated its first issue would be around \$150m, so the loan was likely to be in that region.

An Eskom spokesman said the power company had decided to pursue a loan instead of a bond issue after an international roadshow.

Eskom said it had some existing European bonds, including a DM300m bond, which would expire in

MUNGO SOGGOT

1997.

BO 24/2/95  
It intended to launch a bond in the US in the second half of the year, barring poor market conditions.

One analyst speculated that the finalising of the loan could hinge on the fate of the financial rand which would affect its pricing. Eskom's and SA's credit rating would improve once the finrand went.

Eskom said at the beginning of the year it would approach the markets for about R4,3bn. Its domestic capital market needs had been satisfied through the issue of electrification participatory notes worth R1,2bn.

# Changes at SABC TV (260) are still a long way off

STAR 24/2/95

■ STAFF REPORTER

The SABC's "fast-tracking" programme of change is nowhere near finalisation, and no decision has been taken on removing or changing Afrikaans television news bulletins.

SABC chief operating officer Gert Claassen told The Star last night that a decision on languages was still in the evaluation stage.

Claassen added that several newspaper reports had "inaccurately characterised proposed changes as decisions".

Confirming that the corporation was "currently investigating changes to the content of its television programming in conformity with its public service mandate as specified in the IBA Act", he said the SABC had to respond to the needs of the public.

The response had clear implications "for the spread of languages across the television schedules as the SABC currently broadcasts only in two languages on TV1 and in five languages on CCV and NNTV. The interim constitution has conferred equal official status on 11 South African languages".

Janet Smith reports that Solly Mokoetle, chosen by chief executive officer Zwelakhe Sisulu to spearhead the changes, has allegedly distanced himself from senior colleagues such as Television News Production (TNP) acting editor-in-chief Bob Kearsley as negotiations on "fast-tracking" take place behind the scenes.

Proposals such as the introduction of African languages to TV1 will apparently still take place from March 6, but the mooted integration of TNP programmes *Newstime* (currently seen on CCV) and *Agenda* (at present seen on TV1) looks less certain as management appears unable to reach a compromise with senior CCV journalists.

Rush by key staff for retrenchment packages

# SABC retirement deal backfires

STAN 25/3/95

(260)

JANET SMITH

THE SABC may be facing staff shortages in key departments as many of its most valued staff look to take packages before the end of March when the "open window" on voluntary retrenchment closes.

The voluntary retrenchment deal struck in consultation with staff and the unions may backfire on the SABC which indicated in December that more than 700 staff members — mostly administrative — would become redundant by the end of the year and said it "would be usual, but not obligatory" that whites would be replaced by blacks.

Members of staff whose positions were not under threat and many black employees have since decided to leave the SABC and the corporation may now be threatened with a situation where staff members who opt for and receive packages in positions which were not redundant may later be required to return as consultants.

The official figure of voluntary retrenchments to date is more than 500 as the corporation steers towards its goal of trimming the SABC staff complement by 15 per cent to save on the wages bill and fully implement a policy of affirmative action.

## Rumours of deal

The South African Union of Journalists (SAUJ) said the unions had requested management to open voluntary retrenchments across the board and that management, in turn, accepted that production staff who felt they were 'too old' or 'did not fit in with the new structure' should be allowed to apply.

Earlier this month, *Agenda* specialist producer Fof van der Walt requested to be allowed to leave the SABC after 26 years' service.

Correspondent Cliff Saunders was alleged to have applied for a package, but there are contrary rumours that he has struck a deal with the SABC to stay on when his contract expires.

Controversial *Agenda* executive producer Nico van Burick — who was named in a report last month on spying at the SABC and whose position is currently under investigation by a panel set up by Chief Executive Officer Zwelakhe Sisulu — is also rumoured to be interested in taking a package. Van Burick was not available for comment yesterday.

CCV programme director Dries Pretorius and TV1 programme director Hein Kern have already taken voluntary retrenchment after negotiations with management.

Their packages are said to be in excess of R1 million, taking into account their years of service.

Those who opt for voluntary retrenchment receive a month's salary for every year they've worked, a maximum of 12 months, plus a voluntary pension payout. Staffers over 45 and 50-years-old may have a further percentage added to their packages.

## Original programme

The SAUJ spokesman said it had lobbied strongly for a better package, but management had insisted the SABC offer was among the seven best in the market and the union had not been able to disprove this.

Management is expected to assess the results of the voluntary retrenchment process and decide whether to continue with an original programme of job savings through retrenchments, particularly in the administrative sphere, as announced in December last year.

It is expected the retrenchment package will remain the same.

Unions and labour-relations representatives were locked in wage negotiations with management yesterday and unavailable for comment at the time of going to press.



## Stones work voodoo on Jo'burg

**MAUREEN ISAACSON**  
IT WAS true voodoo. A total rave. Last night the Rolling Stones Voodoo Lounge World Tour bewitched Ellis Park as it has never been bewitched before. It was more than a concert, it was an experience. When the hype and build-up ended and the music began the

thousands lucky enough to afford a tickets went wild at the performance for which they have waited more than three decades.

They had come to rock. They had come to roll. They had come to worship at the feet of the great gods of rock and roll, the granddaddies who carry the last word in the busi-

ness. They had come to get their hundreds of bucks worth of sheer joy. And as the Rolling Stones moved on to the awesome stage — one beyond South Africa's dreams — their screaming, dancing, shouting

**TITANS:** Rock legends Mick Jagger and Keith Richards give the crowd plenty of 'satisfaction' at the Rolling Stones' opening show at Ellis Park, Johannesburg last night.

PHOTOGRAPH MYKEL NICOLAOU

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*First community station goes on air on Wednesday*

# Radio Maritzburg to take off, others will follow soon

(260)  
STAR 27/2/95

■ BY MICHAEL SPARKS

A new radio station goes on the air on Wednesday, with two more expected to start broadcasting soon thereafter.

These developments are the fruits of long hours of hearings held by the Independent Broadcasting Authority (IBA). Many more stations are expected to start coming on the air around the country shortly.

Radio Maritzburg will be the first community radio station to start broadcasting when it goes on air on Wednesday.

Others which were granted one-year licences for community stations last week are: Iscorian FM, a radio station directed at Iscor employees in the Vanderbijlpark area, and Radio Turf for students at the University of the North, near Pietersburg.

Radio Turf will broadcast to the university's student and

teaching body, as well as to the surrounding community.

Iscorian FM will broadcast to the company's 18 000 employees in English, Afrikaans, Xhosa, Zulu and Sesotho, and aims to improve the quality of life and human dignity

Iscorian FM is negotiating an agreement with the IBA on how the station will deal with labour disputes at the company

An IBA spokesman said the

organisation had held 43 hearings since the beginning of February for stations which had applied for licences in Gauteng. The IBA expects to finish the hearings tomorrow and licences will start being issued shortly thereafter.

Hearings are already complete in the Eastern and Northern Transvaal and the Vaal Triangle. Licences can only be granted once hearings in a region are complete

# SABC, M-Net by-passed IBA

CT 1/3/95 (260)

By BARRY STREEK  
Political Staff

THE SABC and M-Net were secretly granted long-term broadcasting licences shortly before the Independent Broadcasting Authority (IBA) was established, the chairperson of Parliament's Joint Committee on Communications Mr Saki Macozoma disclosed yesterday.

These "grandfathered" licences, valid for 15 years, had been granted by the Postmaster-General during the six-month period after the IBA legislation had been approved but before the IBA became effective.

Radio 702 was granted a similar licence.

Mr Macozoma said the IBA would be able to re-examine the licences once it had resolved what the role of a public broadcaster should be.

The question was very complex as a public broadcaster would be required to broadcast

## Ownership law coming

Political Staff

LEGISLATION to prevent cross ownership of the media was coming to South Africa, the chairperson of Parliament's Joint Standing Committee on Communications Mr Saki Macozoma said yesterday. He also said the decision by

Johannesburg Consolidated Investment (JCI) to sell its media interests to black controlled business was in anticipation of the cross-ownership moves.

He pointed out that JCI-controlled Omni Media was one of the companies that could come under black ownership.

in 11 languages and had to be funded.

If these changes were brought about, however, these "grandfathered licences" could not survive.

Mr Macozoma said the issues should be a matter of public policy debate. The IBA could only operate effectively if they were resolved politically.

One of the compromise decisions in the drafting of the con-

stitution at Kempton Park was the decision to allow the "grandfathered licences" to continue.

This, however, had resulted in an agreement by a new television broadcaster with the BBC being delayed by more than two years. Its competitors were now offering to step into its place.

"The existing broadcasters now have the time to gain advantage and solidify their position," Mr Macozoma said.

# A whole new radio format on SABC

BY SHIRLEY WOODGATE

Radio listeners woke up to new voices this morning when SABC began broadcasting with a format that has replaced Radio South Africa.

The day started with *Kick-Off* by Patrick Bogatsu at 5am and continued with the launch of what is to be the new weekday programme *AM Live* presented by Sally Burdett and John Maytham. They are to tackle Radio 702 head-on in live radio coverage of topical events.

Burdett and Maytham anchored a news show which fea-

stam 195 (260)  
tured, among other things, a survey on people's views of Winnie Mandela.

*Midday Live* presented by San Reddy and Caesar Molebatsi and *PM Live* presented by Brett Davidson were due to get their first airing later in the day.

Gone are stalwarts Christopher Bennett, Colin Yorke, Ronald Charles, Jeremy Dawes, Paul Desmond, Keith Campbell, Angus Begg, Steve Britten, Ken Daniels and Vivienne Tothill.

Shirley Veal has had a reprieve from the sweeping changes which the corporation

hopes will double listenership from 400 000. Another survivor from Radio South Africa is Nigel Murphy.

The SABC shake-up sees them replaced by new presenters and innovative shows ranging from *Talk at Will* at 8.30am, hosted by Will Bernard. *Women's World* will be replaced on weekday afternoons by the *P and V Show*, hosted by Paddy O'Byrne and Vuyo Mbuli.

Topics for a new nightly talk show at 7 range from Monica Fairall on health issues to Isabel Jones on consumer issues in *Price Tags*.



# SABC postpones major TV and radio changes

TOS WENTZEL  
Staff Reporter

(260)  
ARLT 2/3/95

MAJOR changes in the SABC's radio and television programmes and channels have been delayed.

Details of the changes will now only be completed by the beginning of July instead of early this month, according to the corporation's deputy group chief executive officer Gert Claassen. He said a lot of discussions and planning including seminars were still needed.

He said final decisions on the names of new TV channels, the language breakdown and the question of local content still had to be taken.

The three TV channels, TV1, CCV

and NNTV, would be relaunched at the beginning of October.

They were to be restructured to accommodate the 11 official languages with a view to providing balanced programmes for the country's diverse communities.

Mr Claassen said the corporation would increase its presentation of drama material with locally produced programmes receiving priority. Also in the pipeline was the establishment of broadcasting infrastructures in areas where no such structures existed.

A youth radio station was also being planned. Some 60 percent of the country's population was under 20 years of age.

# The Corp fights back

**LOUIS de VILLIERS**

**JOHANNESBURG** — The South African Broadcasting Corporation is moving fast to allay fears about audience erosion and instability at its flagship television station, TV1.

Faced with a possible advertising run on TV1 following the pronouncement by some of South Africa's most respected media directors last Saturday that the station's ability to deliver upmarket audience has become questionable, SABC chief operating officer Gert Claassen is preparing to address as many agency and marketing executives as possible in Johannesburg and Cape Town over the next week or two.

On Monday, Mr Claassen and television general manager Solly Mokoetle addressed a packed house at a meeting of the Media Association of South Africa in Johannesburg.

They had a mixed reception — some, such as The White House media director Alan McClarty, reports that Mr Claassen, in particular, proved most convincing

Others, such as Ian Snelling, media director at FCB Global, believe that the arguments advanced by the SABC pair were inadequate to calm the feeling of panic in the industry.

"There may be a new regime at the SABC, but the pre-apartheid arrogance is still there," says Snelling

In an interview this week, Mr Claassen admitted that the advertising industry's perception of turmoil at TV1 is hurting

At this stage it is impossible to quantify how much money is flowing out of the station — crunch months will be April, May and June.

"The story is not the fact that the SABC is changing. The question is simply this: Is the advertising industry ready to accommodate the changes which are taking place?" asks Claassen.

"With all the political changes that have happened in South Africa, it boggles the mind that some can think it will be business as usual at the SABC.

"This country is seeing fundamental change. There is an RDP programme in place, which introduces a new ethos into our national life

"There is a new top management at the SABC, and the corporation is changing to become a true public service broadcaster. Has nobody been reading the papers?"

Claassen admits that a number of events have taken the corporation unawares

It's true that the SABC submissions to the Independent Broadcasting Authority had spelled out exactly which course the SABC was taking with its television portfolio for

all to see

ARG 4/3/95 (260)

The planning was that the SABC's stations were to be relaunched by October 2, with the announcement being made by the beginning of July

Time was allowed for internal brainstorming about the changes, to be finalised by April

"We had planned to communicate fully with the advertising and marketing industry — to keep them fully aware of what was happening.

"Unfortunately, documents leaked to the Press. These documents, which merely reflected somebody's opinion, were presented to the public as official policy," says Mr Claassen.

The second event which forced the SABC's hand, says Claassen, was the recommendations by the Katz Commission on tax, which made it imperative for executives such as TV marketing head Bruce Coldwells to accept retrenchment packages before 28 February

"We were caught by the tax implication of the Katz Commission," says Claassen.

"We had a sudden rush of people who wanted packages — this caught us unawares. Certain people had to be accommodated quickly."

Mr Claassen is adamant that the feeling of insecurity in the advertising industry about TV1's ability to deliver the audiences marketers expect of it is unfounded.

He says until October, changes to programming will be minimal

He maintains that SABC channels will still aim at maximising audiences in prime time — educational and other programming will not be slotted into time bands where people want entertainment.

"There is insecurity in the market and wild speculation. This is based on a lack of information. People are scared to invest, because old patterns are changing.

"Our message to the advertising and marketing industry is that we don't take their business for granted. On the contrary, we cherish it. Our promise to them is that we will deliver the audiences," says Mr Claassen

The next four months could be crunch time for the SABC

If Mr Claassen and his team cannot persuade a sceptical advertising and marketing industry of the corporation's continued ability to deliver quality audiences in sufficient numbers, the funding figures and financial models which the SABC uses for its planning may have to change.

The implications can only be speculated about.



SABC's controversial 'fast-tracking' kicks in

## New language mix on TV starts today

### STAFF REPORTERS

The first phase of the SABC's controversial "fast-tracking" process starts today with multilingual magazine programme content on TV1 and CCV and a series of special regional broadcasts from the nine provinces

The first phase changes follow proposals put forward by the Programme Action Team (PAT)

The first phase does not include rumoured major changes to existing schedules and channel languages

However, the PAT has been instructed to continue with evaluations of language proposals and schedule changes intended for the second phase of "fast-tracking" from the end of June

From today *GMSA* will carry headline news in African languages Magazine inserts in English, Afrikaans and the major African languages will be swapped between TV1's *GMSA* and *6 On 1* and CCV's *Prospects*, *Era*, *PM Show* and *Cosmo Life*.

Minority languages SiSwati, Xivenda, Tshi-Tsonga and SiN-

**FIRST phase does not include rumoured major changes to channel languages, but more changes are in the pipeline for June**

debele will be heard especially on CCV magazine programmes

Subtitles will be used where necessary in the magazine programmes where language use is mixed

Also from today each province will be given a turn to host the magazine and current affairs programming of TV1 and CCV until March 20

Following today's broadcast on CCV at 10 30 am from Nelspruit in the Eastern Transvaal, outside broadcast units will be deployed to the other provinces on the days indicated

■ Eastern Cape (Bisho) tomorrow

■ Western Cape (Cape Town) on Wednesday

■ Free State (Bloemfontein) on Thursday

■ North West (Mmabatho) on March 13

■ Northern Cape (Kimberley) on March 14

■ KwaZulu-Natal (Durban) on March 15

■ Northern Transvaal (Pietersburg) on March 16

■ Gauteng (Johannesburg) on March 20

(260) star 6/3/95  
**Recalibrated**

These special broadcasts will present news about the people, the economy and the political dynamics of the province to the rest of the country on *GMSA*, the lunchtime magazine programmes and evening magazine programmes, and *Agenda* and *Newstime* will deal with issues specific to the province highlighted on the day

The series will be the launchpad for regular weekly provincial programmes to follow on TV1, CCV and NNTV Provincial programme break-aways are planned when the KU-band satellite is in position and the terrestrial transmitter network is recalibrated



# New look TV as news goes multilingual

(260)  
ARG 6/3/95

## □ Provinces to host programmes

### The Argus Correspondent

JOHANNESBURG. — The first phase of the SABC's controversial "fast-tracking" process kicks off today with multilingual magazine programmes on TV1 and CCV and a series of special regional broadcasts from the provinces

From today all three channels will actively promote each other's programmes in a move towards co-operation rather than competition

The first-phase changes — following proposals by the programme action team (PAT)

headed by the senior general-manager of special projects, Solly Mokoetle — have been approved by the SABC committee chaired by group executive Zwelakhe Sisulu

The first phase does not include rumoured major changes to existing schedules and channel languages, but the PAT has been instructed to continue with evaluations of language proposals and schedule changes intended to be effected in the second phase of "fast-tracking" from the end of June

From today GMSA will car-

ry headline news in African languages, and magazine inserts in English and Afrikaans. The major African languages will be swapped between GMSA and 6 On 1 and CCV's *Prospects*, *Era*, *PM Show* and *Cosmo Life*, and minority languages SiSwati, XiVenda, TshiTsonga and SiNdebele will be heard especially on CCV magazine programmes.

Sub-titles will be used where necessary in the magazine programmes where language use is mixed

Also from today, each province will be given a turn to host the magazine and current affairs programming of TV1 and CCV until March 20.

Following today's broadcast on CCV at 10 30 am from Nelspruit in the Eastern Transvaal, outside broadcast units will be deployed to the other provinces in turn. The Western Cape's turn is on Wednesday.

These special broadcasts will present news about the people, the economy and the political dynamics of the province to the rest of the country on GMSA, the lunchtime magazine programmes and evening magazine programmes.

*Agenda* and *Newsline* will deal with issues specific to the province highlighted on the day.

The series will launch regular weekly provincial programmes to follow on TV1, CCV and NNTV.

# TV news coverage biased, claim Nats

**CHRIS BATEMAN**  
POLITICAL STAFF

7/3/95

SABC television came under fierce attack from the National Party yesterday for what it termed a "calculated attempt" not to cover a Cape Flats tour by its leader, Deputy President F W de Klerk and Western Cape Premier, Mr Hennis Kriel, at the weekend.

TV news instead showed footage of a "small Azapo meeting in Johannesburg", and a gathering in Durban addressed by Deputy Minister of Home Affairs, Mr Penuell Maduna, the NP complained to SABC group chief executive Mr Zwelakhe Sisulu.

The NP's director of information, Mr Marthinus van Schalkwyk, said the SABC's acting editor of their Cape Town parliamentary team, Mr Conrad Burke, told him that his Johannesburg head office had instructed him "not to send a camera" on Mr De Klerk's roadshow.

Mr Van Schalkwyk said he now written to ask Mr Sisulu for an urgent explanation of this instruction and why other "more minor" political events were given "quite extensive" coverage.

Neither SABC TV acting editor in chief, Mr Bob Kersley, nor his deputy, Mr Joe Thloloe, responded to Cape Times queries yesterday.

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# Licences for 13 new stations

(260) CT 7/3/95

JOHANNESBURG: The Independent Broadcasting Authority (IBA) announced yesterday it had granted licences to 13 new community radio stations.

This brings to 20 the number of community stations issued with licences.

The IBA said the 13 radio stations differed widely and served diverse groups, including some that previously had little access to public information.

The stations granted new licences are: Radio Khwezi in Kranskop, kwaZulu/Natal; Radio Tuks; TNT (Soshanguve); Soshanguve Community Radio; Radio Sedaven in Heidelberg; Radio Tomorrow, Overseas Chinese Radio; Radio Phoenix in kwaZulu/Natal; Radiocom in Richards Bay, New Panhellenic Voice, which will broadcast to the Greek community in Gauteng; Radio Safari in the Kruger National Park, and Azania Broadcasting Corporation, an Islamic station — Sapa



BD 7/3/95 (260)  
**Broadcasting licences**

THE Independent Broadcasting Authority (IBA) yesterday granted licences to 13 new community radio stations, including a university station in Pretoria, one in Greek, one for Chinese speakers, a senior citizen station and one for conservation and ecological issues in the Kruger Park area.

The IBA said eight of the stations would be on FM and four on medium wave, opening up the medium wave band which had been largely unused in SA. This brings the number of stations licensed by the IBA to 20. By month-end the IBA would have conducted more than 120 licence hearings.

REPORTS. Sapa Business Day Reporter.

# We want out, they say at SABC

(260) STAR 7/3/95

■ BY MICHAEL SPARKS

Increasing dissatisfaction at the SABC has led to a large number of people applying for voluntary retrenchment packages, with even more making inquiries about the kind of financial packages they would be eligible for if they applied.

According to Hans Winkens, of the Broadcasting, Electronic, Media and Allied Workers' Union (Bemawu), many of the applications are those who are concerned with the lack of direction and leadership at the corporation.

"We really should be much further down the road of transformation than we are," Winkens said.

Since the applications for the retrenchment packages are handled at lower levels of management, it is still unclear how many people have applied for voluntary retrenchment.

So far 185 applications have been accepted by management, compared to the larger number who have just been making inquiries about the kind of packages they could expect if they applied.

Another union source said there were also problems with the significant number of people who had taken retrenchment packages, and then signed contracts enabling them to work at the corporation for a further three months.

One source estimated that about 10 percent of the 185 people whose voluntary retrenchment had been accepted, had signed such contracts.

When the corporation asked for voluntary retrenchments, it had planned to reduce the staff complement by about 700, mainly administrative people.

## Law society restructured

DEBORAH FINE

THE Law Society of the Transvaal has been restructured to accommodate the division of the old Transvaal Province into four new provinces.

In terms of the new constitution, which came into force on April 27 last year, the Transvaal Law Society only exercises jurisdiction over attorneys practising in areas which formed part of the Transvaal province on April 26 1994.

This means the society now only has jurisdiction over attorneys practising in the provinces of Gauteng, Eastern Transvaal and Northern Transvaal.

Attorneys practising in Northwest remain under the jurisdiction of other law societies while Bophuthatswana attorneys continue to fall under the jurisdiction of the Bophuthatswana Law Society despite the fact that they now practise in Northwest.

Following failed attempts to repeal the Bophuthatswana Attorneys Act and other legislation to establish the jurisdiction of the Transvaal society over attorneys practising in all four Transvaal provinces, the Society has introduced four "circle" committees for the four new provinces.

The society will continue to exist as the umbrella body of these committees.

# RDP can be world model — Mandela

ERICA JANKOWITZ

COPENHAGEN — SA's reconstruction and development programme (RDP) should serve as a blueprint for the social summit as it incorporated all the major elements being debated during deliberation, President Nelson Mandela said at the weekend.

Addressing a plenary session attended by 122 heads of state, Mandela praised the RDP for putting social development first and not bowing to pressure for economic development. Poverty alleviation in SA would take about five years, he predicted.

The first head of state to arrive early on Friday, Mandela was warmly welcomed by his Scandinavian hosts with whom he discussed Nordic aid for SA.

He thanked Nordic donors for their generous support of the ANC during its struggle and their continued support after the election. To their great credit, these countries had left the spending of aid monies to SA and its communities, Mandela said.

Danish Prime Minister Poul Nyrup Rasmussen said Nordic aid to SA would continue in the form of a concerted effort to persuade business to invest in the country.

Addressing a news conference with Mandela and other heads of Nordic states following the aid meeting, Rasmussen held up SA's transition to democracy as a very important lesson for the world. Nordic leaders pledged their support for the RDP and said they, and the European Union, would support this effort.

Mandela said the SA delegation was "elated by these discussions".

"We were given the assurance from the summit we will receive any assistance the north can provide in ensuring the success-

ful implementation of the RDP"

Meanwhile Nordic leaders pledged their support for the allocation of 20% of international donor aid and recipient countries' budgets for social development projects, although summit delegates failed to have this included in the declaration.

Mandela said the summit had been of great importance, despite its inability to deliver concrete goals, as the mere sitting together of such a large delegation of heads of state meant common problems could be discussed in the search for acceptable solutions.

Other Nordic leaders expressed concern at the watered down version of the declaration finally agreed on during Friday night's deliberations, but Rasmussen said the ten commitments made in the document were a coherent framework on which a refined view of what constituted acceptable society could be drawn.

He believed there was now a global commitment to meeting basic human needs, as set down in the declaration, and the eradication of poverty.

Despite criticism that the declaration was nothing but a bland set of compromises, Chile's UN ambassador and summit chairman Juan Somavia said he believed the summit was a success.

However, no agreement was reached on debt cancellation, nor on the allocation of set levels of GNP for social development projects. Some progress was made on worker, women and children's rights and the eradication of absolute poverty.

● See Page 8

## SABC must have new name — union

MARK ASHURST

THE SABC will be renamed when the Independent Broadcasting Authority approves a proposed merger with former TBVC broadcasters in October, sources have said.

The task group negotiating the merger has adopted Broadcasting Corporation of SA (BCSA) as a working name for the proposed national public broadcaster.

Media Workers' Association of SA deputy general-secretary Tau Motau said renaming the corporation would signal a readiness to create "a completely new national service".

"We are trying to curtail expansionist movements (within the SABC) ... unless you factor in a (new) name, there is no visible change"

The task group, established in January, will report to Broadcasting, Posts and Telecommunications Minister Pallo Jordan and the Independent Broadcasting Authority (IBA) by the end of this month.

It brings together managers from

the SABC and broadcasters in the former Transkei, Ciskei and Venda — and is the first provincial broadcasting policy forum at which labour unions are represented.

Mwasa had opposed SABC proposals to introduce nine provincial public broadcasting boards to administer provincial public media. Motau said the task group was examining the possibility of appointing a delegate from each province to the existing SABC board

Provincial boards would be expensive and — contrary to their objective — risked being influenced by regional politics, he said.

Talks had not yet addressed the possibility of funding the national broadcaster through contributions from provincial governments. Central government was nominally committed to stop funding all public broadcasters at the end of this month,

but could be forced to delay this until completion of the IBA inquiry.

Sources at the SABC strategic planning unit said the group had made "radical progress", although disclosing the substance of discussions at this stage could jeopardise an agreement.

The SABC had agreed there should be a "limited moratorium" on its plans to develop permanent facilities in provinces served by former home- and broadcasters, until their future role was decided.

In particular the SABC, which last week began a programme of outside broadcasts from the provinces, including inserts in weekday magazine programmes, would not set up separate bureaux in the regions

The task group was exploring ways of channelling the resources of TBVC broadcasters into indigenous language radio services, which could be decentralised and moved away from Johannesburg, they said.



## Bop staff members challenge findings

(260)

KATHRYN STRACHAN

STAFF at the Bophuthatswana Development Corporation are challenging an inquiry which has dismissed their claims of racism and fraud at the corporation and given the organisation a clean report.

A representative of the staff committee, which made the allegations against the organisation, said the committee would not accept the outcome as the Khumalo Commission of Inquiry was biased and "had not been conducted properly".

The commission found there was "no corruption, no dishonesty, no fraud and no misappropriation of funds for personal gain at the corporation".

It also found no substance in allegations that there was racial discrimination in the failure to award contracts and in promotions.

The staff representative said that anyone who claimed there had been no racial discrimination in an organisation could "not have been living in SA". The allegations referred to actions at the corporation before the Bophuthatswana uprising last March when President Lucas Mangope was ousted. Since then the climate at the corporation had changed significantly.

The corporation has now been renamed the North West Development Corporation.

A new board is to be elected.

The staff committee has met the provincial finance and economic affairs ministers to convey its dissatisfaction and confusion at the outcome of the inquiry. It has also been invited to attend a parliamentary debate on the issue later this month and to present its evidence.

# TV can help new SA, says SABC chief

(260) 4/15/95

## ■ STAR FOREIGN SERVICE

Melbourne — Television would be a vital tool for reshaping the new South Africa and helping its children overcome their brutal past, SABC chairman Dr Ivy Matsepe-Casaburri said yesterday.

Matsepe-Casaburri told the World Summit on Children and Television in Melbourne that her organisation had an important duty to fulfil.

It needed to protect the national and cultural interests of a dichotomised society with a history of racial and gender oppression, as well as a geographic and cultural fragmentation.

"We know broadcasting can play a role, if not the most important role, because we have seen how broadcasting played a role in promoting apartheid ideology and policies of separate development and cultural oppression," she said.

Matsepe-Casaburri called on African and Third World nations to collaborate to produce programmes with locally relevant content.

And at the same time she warned against unchecked Westernisation of the region's TV services, claiming it had eroded "African notions" of the family.

FOR all its comforting familiarity as the Peninsula's signature landmark, Table Mountain appears to be the biggest single impediment to a flourishing community radio network in Cape Town. This emerged during Independent Broadcasting Authority (IBA) hearings in the city. Political Correspondent MICHAEL MORRIS tuned in.

## Mountain stands in the way of more community radio

INVARIABLY, as one aspirant broadcaster followed the next, it fell to affable IBA councillor John Matisonn, midway along the panel of six, to break the bad news

It had to do with scarce resources. Water, everyone knows, is a scarce resource. Even in the Western Cape. But it's harder to think of a scarce resource existing in the intangible and seemingly limitless ether.

Yet radio frequencies, in the Peninsula especially, are very scarce.

So scarce, it has emerged, that only a handful of the applicants for radio licences in the area have any hope of getting one to themselves, if at all.

And one of the main reasons for the scarcity is Table Mountain — "your beautiful mountain" as Sebitso Mokone-Matabane, IBA co-chairman — and chairman of the panel interviewing 17 aspirant community broadcasters in Cape Town this week — put it, as if its beauty at least offered some amelioration.

She and Mr Matisonn were at pains to point out umpteen times during the long day of hearings that broadcasters should not be overly hopeful.

Underscoring the point, Mr Matisonn said some existing stations used up to six frequencies each to ensure Peninsula-wide coverage "which doesn't leave much for the community stations".

He gave notice that even some "good applications" would have to be turned down, because there simply would not be enough room for all of them.

"We will have to come up with a judgment that is as fair as possible, but it will disappoint some people."

"Cape Town will have community stations, but the question is how to use the resources we have more creatively."

Some new stations may be forced to share frequencies, for the time being at least, but broadcasters appear reluctant to accept this option, fearing that it will inevitably limit their penetration and muddle their identity.

It is also possible — and even likely — that the radio renaissance could spawn a new generation of medium wave stations occupying this less-congested spectrum.

This, several of the broadcasters noted yesterday, would require a shift in the mind-set of listeners who were literally and figuratively tuned in to FM.

It would also cost more.

Even so, in spite of the problems, the Peninsula's airwaves are likely to become a great deal livelier in the next few months when the outcome of the battle for airtime — or, more accurately, the first of a number of skirmishes for a share on the spectrum — is decided by the full IBA council.

Chances are listeners will be able to tune in to a range of small stations broadcasting anything from symphony concerts to sermons, community news and views to talk shows — and all, broadly, intent on putting local

ARG 16/3/95  
communities at the heart of programming policy

Among the community radio contenders yesterday were:

● Bush Radio — which has been battling for approval for four years (it was shut down after incurring official wrath for broadcasting on a home-made transmitter without permission) — offers strong community involvement, turning ordinary listeners into "media-makers" and broadcasting "news people can use", with a strong emphasis on local events and views. Bush Radio is run by a "highly democratic" team drawn from the community and headed by energetic 30-year-old psychologist Farah Moosa.

● Fine Music Radio, a joint venture between the Cape Town Symphony Orchestra and Six Street Studios, will be run as a section 21 business. It plans to broadcast "fine" music — classical and jazz, symphonic pops and music from stage and screen — with "minimum talk". There will be short news slots hourly and, at certain times of the day, half-hourly. There will be limited advertising (five per cent of airtime) and no interruptions — a symphony, for instance, will be played from start to finish without a break. It will seek to promote local musicians, but feature local and international music and artists.

(In an entirely separate application, Six Street Studios is to seek a television broadcast licence.)

● Ikapa Community Radio, driven largely by township transport tycoon Peter Motale — who appeared before the IBA panel yesterday with advocate Nona Goso — but to be run by a board of trustees representing the community. The station intends broadcasting in Xhosa only, with a programming policy intended to promote broadcasting in the townships — based on the precept that "information is power" — as well as to promote tolerance and focus attention on problems such as violence and child abuse. It will also try to provide a forum for news and views on the job-creation front.

● Peace Radio, modelled on the erstwhile National Peace Secretariat's broadcaster, will be run by a board. It will promote reconciliation through negotiation, serve as a forum for stimulating debate on development and peace work and for resolving conflict through airing contending views. Peace Radio hoped to establish a national station, but has been told that no national community stations will be allowed. The IBA is insisting that community stations be community-bound.

These, and the other aspirant broadcasters, will know their fate probably by mid-April when the IBA council announces the names of successful applicants.

Licences will be valid for one year only. Applicants must show that their stations will match the definition of community radio in content and management style, be politically neutral and financially viable.



## 'Rainbow contempt' by SABC

(26)  
THE SABC was showing contempt for the rights of minorities, including English-speakers, South African Institute of Race Relations chief executive John Kane-Berman said.

Addressing a meeting of institute members at Kirstenbosch, Mr Kane-Berman said the SABC had slapped English-speaking South Africans in the face by replacing "polished and competent radio announcers with people who can neither write nor speak proper English".

This was not a racial issue, he said, adding that "on television some of the best announcers are black, on radio some of the worst offenders are white".

ARG 18/3/95  
A new ideology — let us call it 'rainbowism' — is being foisted upon us in a manner reminiscent of the Bantu Education officials who forced black schoolchildren to study through the medium of Afrikaans.

"The 1995 SABC diary lists 21 radio stations, among them 10 language stations and various regional channels playing popular and local music. This spread catered well for the diversity in language and musical taste of our population" — Sapa.

# SATV must deliver the goods or perish

JOHN VILJOEN  
Business Staff

THE SABC would have to offer advertisers large audience ratings and quality broadcasting or it would die, chief operating officer Gert Claassen said in Cape Town this week.

Addressing the Media Association of South Africa, Mr Claassen said the SABC would relaunch its three television channels on October 2

The objectives of the relaunch would include providing national television broadcasts in at least seven of the official languages and ensuring the largest possible audiences through complementary programming

Full details of the plans for the relaunch would be announced at the beginning of July, he told a meeting attended by several members of the advertising community

He called on advertisers not to consider the debate being waged in media reports as final SABC policy. Only statements from the board and top management were the corporation's official standpoint

Pressed on reports of falling viewership figures for TV1, Mr Claassen argued that these figures referred only to evening news broadcasts. When he was shouted down for making this remark, he conceded that there was some "spill-over". People who switched-off during the news were unlikely to tune back in later, he admitted

Referring to the decline in news viewership, Mr Claassen said he could not claim TV1 news broadcasts were "perfect", but that was not the true cause for the decline

"Unfortunately, there is a certain percentage of our audience

which has not realised that there is a different government in power and that different people are making news

"There is a drop-off in certain areas of our audience and we will have to build this back up"

The SABC needed three television channels in order to cross-subsidise its programming and fulfil its role as public service broadcaster, he said. NNTV is presently broadcasting on a temporary licence from the Independent Broadcasting Authority

He expected that one channel would fill a metropolitan-entertainment role, with the highest English and imported content of the three. This channel would be the cheapest to run and would help pay for the other two.

The SABC was arguing for a 15 percent government subsidy, but there were ways to address fears that this would invite state interference, he said

The 15 percent from the state could be invested in the transmitter network, meaning that it would not have an influence on editorial independence.

Another option was for the 15 percent to be invested in the South African film industry to produce non-news programmes for the SABC

The SABC presently received 75 to 80 percent of its income through advertising, with about 20 percent from licence fees

The corporation was prepared to cap its income from advertising at 55 percent and to increase the efficiency of its licence-issuing and enforcement system to allow competitors a fair chance of establishing themselves, he said

The organisation was also proposing to "downsize" by 15 percent and use the savings on pro-

gramme production. The rest of its income would come from the proposed state subsidy

However, these issues were still likely to be the subject of intense debate

Apart from the controversial notion of a state subsidy, the issue of capping advertising revenues was far from settled

An implication of such a policy was that a major advertiser would have to be turned away if the SABC had reached its self-imposed limit of 55 percent of revenues from this source, he said.

Turning to other proposals on television broadcasting, Mr Claassen said the corporation was considering complementary broadcasting, to ensure that its channels did not compete for the same audience

If a major sporting event was being shown on one channel, programming elsewhere would be designed not to compete for viewers with the same audience.

"At the end of the day we will deliver a bigger audience across the three channels than we would have previously," he said.

Another approach being considered was block viewing, which would see schedules designed to allow a viewer to follow broadcasts in the same language for an entire evening

"We believe we will deliver the audiences and quality broadcasting — if we don't do that, the SABC will die"

■ TV1's GMSA programme was running at a loss of R40 million a year, Mr Claassen told the meeting. He was answering a question on why the SABC was introducing African languages on GMSA instead of reaching a larger black audience through another morning broadcast.

ARG 18/3/95

(260)

## Capital Radio

lost R36,7m

CF 21/3/93 (260)

CAPITAL Radio had accumulated losses of R36,7 million by 1993, and had lost R16,9m in the previous four years, the Transkei auditor-general's office said yesterday.

The radio station, owned by the former Transkei government, was started in 1979 and has run at a loss ever since.

A spokesman said Capital Radio would only continue to operate if shareholders were able to provide funding until the company could meet its obligations "in the ordinary course of business".

— Political Staff





TELEVISION VIEWING

# A message for the medium

FM 24/3/95 (260)

Peak-time television audiences have declined by around 20% in the past two years, fuelling the belief that programme changes by the SABC are more politically correct than market-responsive. An analysis by Bates SA shows that average TV1 January quarter-hour ratings among the white, coloured and Indian (WCI) market during the peak viewing hour of 8 pm-9 pm fell from 22 ARs (audience rating points, or 22% of the available audience) in 1993 to 17,3% this year.

In February, WCI viewing is down 15% or more in a year, depending on time slot (Whites, coloureds and Indians are analysed together, so it is not possible to establish viewing patterns for each group individually). TV1 has lost as much as 25% of WCI viewers in a year, CCV has lost less and M-Net has gained — but not by as much as the SABC losses.

The new SABC programming environment, designed to be more reflective of the new SA than the old, has been blamed by some "What is clearly happening," says Henne van Deventer, chief executive of Nasionale Koerante, "is that Afrikaans people, estranged by the strange happenings at the SABC, are turning to newspapers to provide them with the information they need." This, Van Deventer believes, is why his market-leading Afrikaans newspapers, *Beeld* and *Die Burger*, were among only three dailies which saw higher circulation in the second half of 1994 than the first.

Others are less certain, since the audience loss, while greatest among whites, coloureds and Indians, has occurred among all race groups and began before the political changes at the SABC. The explanation, believes Bates MD Dave Kelly, may lie in a general deterioration of programming quality. "Viewers are being lost to the medium," says Kelly.

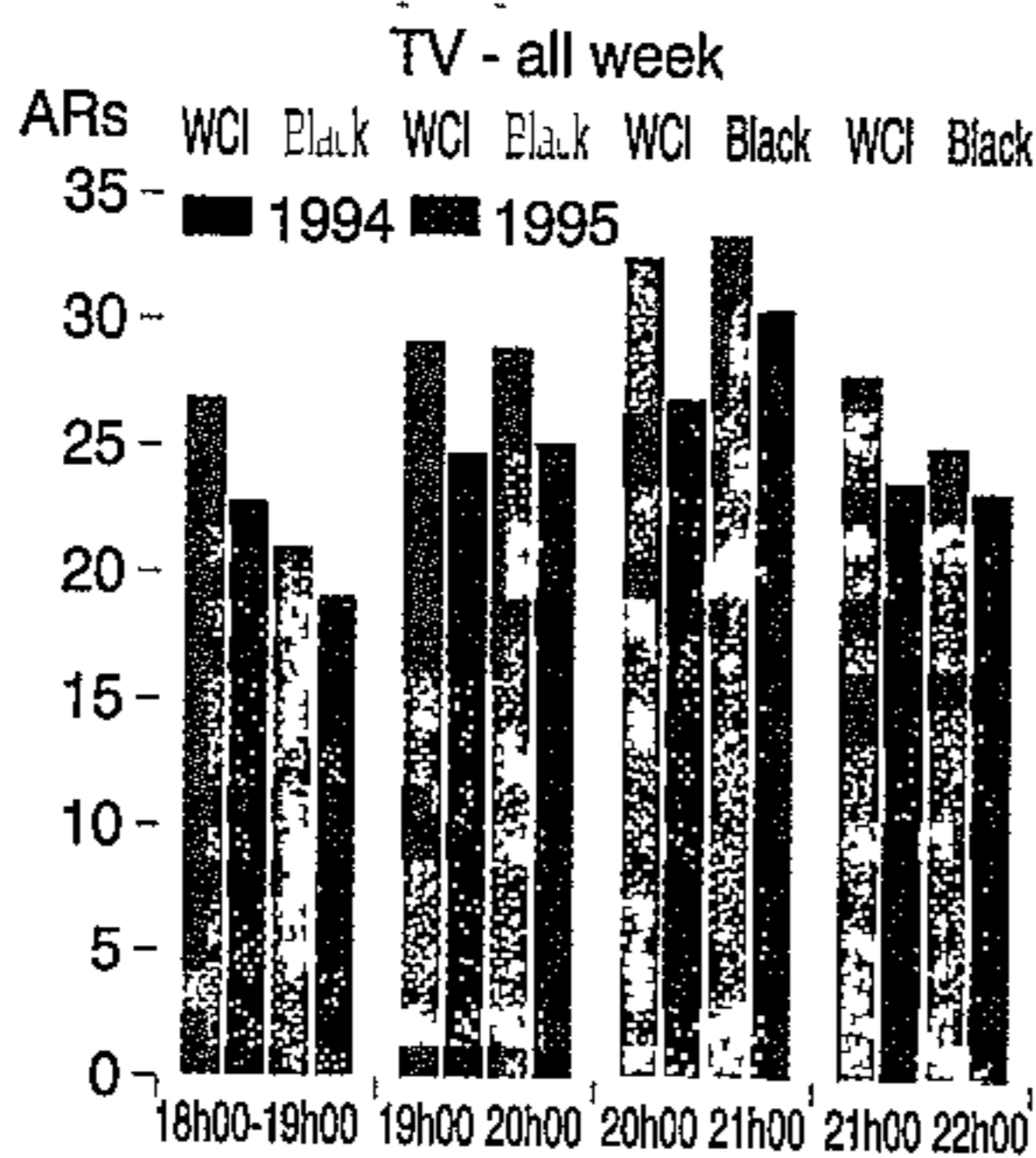
A contributory factor may be the decline in news values compared with the pre-election period last year. There has also been evidence for some time that the maturing SA market is simply less infatuated with the medium than it was in the early days of TV.

Whatever the causes, the trend creates problems for advertisers, who reach smaller but less focused audiences through a single channel than they used to. "Eventually programming will become the sole discriminator of the nature and level of the audience," predicts Bates media director Chris Rainford. "Those who can afford it are likely to become M-Net viewers but the cost must keep it at the top end of the market."

Rainford notes that advertisers will face a problem in achieving high rating spots that deliver coverage. "The mass market will not decline in its TV viewing habits but will become more costly to reach." The SABC has not yet reduced its ad rates, though Rainford says "we're talking to them about that."

## DECLINING FORTUNES

Comparative peoplēmeter report  
- Feb 1994 vs 1995



reduced its ad rates, though Rainford says "we're talking to them about that"

## Lady and the revamp

Staid old *Fair Lady* will get something of a revamp under Roz Wrottesley, the new editor appointed to replace Liz Butler. Wrottesley, 43, has moved across from its most direct competitor, *Femina*, so she's well versed in the needs of this market.

*Fair Lady*, she feels, had become "a sort of brief diversion in women's lives, a way to fill 10 minutes while you lie in the bath and read about a foreign royal. It left nothing behind." Wrottesley wants to capitalise on its excellent reputation with its readers by making it "a lot more information intensive and more local. It has become middle-aged, Anglophile, in the style of British women's magazines."

She's making the up-front area "full of short but authoritative and well researched information. Women's magazines tend to focus on the visual too much as if women can't take in more than a pretty picture and caption. Now we won't be afraid of copy. Illustrations will support it but not be a major thing."

Wrottesley claims no originality for the thought that a woman needs to find herself in the first 15 pages of a magazine. That section, now to be called *FYI* instead of *Etceteras*, is distinctively flagged with

headings such as Hear It (music) and Watch It (TV and film). "It will be busier, colourful, full of information you can really use. We have this huge benefit of fortnightly frequency, so in a month we can cover a lot of ground."

Women's magazines, she feels, are defined more by attitude than by psychographics. *Cosmopolitan* (where she was assistant editor before moving to *Femina*) "is presented as a young magazine, but it attracts a lot of older women who are in the right frame of mind. If you were starting to date again, at 22 or 52, you would find it valuable."



Roz Wrottesley

An under-exploited asset is *Fair Lady's* Consumer Test House, somewhat like Britain's *Which* magazine, which tests consumer products and rates them for quality and price. "Nobody else has anything like this. It's not a down-market concept. It does the most sophisticated surveys of consumer products, but it is a service to readers that is almost unacknowledged in the magazine."

Instead of running four pages every alternate issue, six pages of every issue will now be devoted to its surveys. "It is really hot information which you can act on and use."

Tony Koenderman

## PUZZLING PARADOX

While consumers are becoming more alike, markets are fragmenting. How is this paradox possible? Bob Tyrrell, CE of the Henley Centre, a top research organisation in the UK, knows the answer. "Markets are no longer divided into groups of people, but into different people occasions. For example, it's less common for a family to have a car for each member (dad, mum and teenage son) and more common to have cars for occasions — town runabout, outdoor fun vehicle and long-distance travel."

Other markets, from shampoo to health food, show a similar pattern. Tyrrell's theory of consumer convergence will be explained at the *FM's* advertising conference on May 9 and 10. To book, call Sharon on 497-2131.

## CURRENT AFFAIRS

BROADCASTING

### **Faster progress**

(260)  
FM 24/3/95

**New commercial** radio stations may hit the airwaves this year after all. Parliament is expected to soon pass an amendment to the Independent Broadcasting Authority (IBA) Act that would ease the bureaucratic logjam by allowing the IBA to start hearing applications for temporary licences.

The amendment would free the process to allow the SABC to expand the reach of its NNTV channel, so far restricted mainly to large urban centres. It would let the IBA rewrite the NNTV licence, allowing it to turn on transmitters in smaller centres.

If the amendment goes through as expected within a few weeks, the first commercial radio licences could be issued in August or September, says IBA spokesman Thandi Davids. If the law is not changed, industry analysts doubt any commercial licences will emerge before mid-1996.

The commercial licensing process has languished for most of the IBA's year-long existence as the authority labours through its ponderous "triple inquiry" into the future of radio and TV broadcasting.

But IBA councillor John Matisonn insists that the inquiry is not slow by international standards. Similar regulatory bodies in some countries have taken 12 or more years to complete their inquiries, he says. "In fact, our consultants have warned us that we may be going too fast."

Though the IBA has so far approved 20 of the more than 170 community radio

licence applications, the Act in its present form prevents it from issuing commercial licences until it completes the inquiry and formulates policy and regulations for three elements of broadcasting: the extent of local music and drama on the air, restrictions on cross-media ownership of broadcasting companies and the feasibility of public broadcasting services, especially the huge SABC conglomerate.

Amid all this red tape, the IBA is burgeoning into a statutory bureaucracy that is sure to spark endless controversy as it pursues its open-ended mandate to control and police the broadcasting industry.

Its full-time staff complement, now about 50, is expected to top 100 in the next year or two. Last year, it devoured R24m of public money and its budget is expected to rise substantially this year as it takes on more people and finishes outfitting a hi-tech television and radio monitoring division.

The new budget has not yet been finalised as it must still be apportioned by the Department of Posts, Telecommunication & Broadcasting. State dependence is likely to decline, though, once it starts taking in licence revenues from high-paying commercial radio and TV stations. ■



## SABC staff 'not consulted' about revamp

# Why were we left out in the cold?

JANET SMITH

UNIONS and staff at the SABC continue to accuse management of failing to communicate with them on restructuring, in particular the controversial fast-tracking programme of change implemented in part this month in a series of provincial broadcasts.

While SABC management claims there has been extensive consultation on fast-tracking,

sources say staff were informed only through the media.

Television News Production staff were allegedly drawn into the fast-tracking process and provincial broadcasts without consultation

Following reports in the media last month about initial proposals in this regard, a memo in the possession of The Star was sent to staff by acting editor-in-chief and Australian consultant Bob Kearsley to explain the contents of the report.

Kearsley was not available for comment at the time of going to press. Journalists and technical staff,

sources claim, were simply instructed to deliver inserts on and

live broadcasts from the provinces after the decision had been taken by the group executive committee (GEC) under the chairmanship of chief executive officer Zwelakhe Sisulu.

The GEC decision was based on proposals put forward by the programme action team headed by the senior general manager of special projects Solly Mokoelle.

Neither Sisulu nor Mokoelle was available for comment.

Viewers have complained about technical hitches, and there has been a suggestion that on at least one occasion TV1's

Agenda staff had to assist CCY's *Newsline* with a live link.

In spite of the apparent lack of consultation, staff are not necessarily opposed to certain aspects of fast-tracking.

The provincial co-ordinator for television, Andre le Roux, says the SABC is committed to changing the corporation's structure and will be promoting nationwide initiatives in a new "programme-driven" approach.

Le Roux says the SABC could be made responsible for television coverage of at least six provinces, but admits it does not have enough technical staff or journalists to do so at present.

Shaw 25/3/95

(260)



'Privatisation key to transformation'

# Telkom plans R7bn sell-off of its assets

BD 27/3/95 (260)

A SENIOR Telkom official has said the telecommunications utility is gearing up for the sale of about half of its R14bn in assets — the first indication that concrete plans for major privatisation are afoot.

Telkom GM Wilhe Landman told a capital market conference in Johannesburg on Friday that Telkom was currently restructuring to prepare for a sale worth about R6bn or R7bn.

Landman did not say when the sale would take place, but he said it meant the parastatal would hold back from the international capital markets this year.

"Our priority now is to work on the restructuring. We are going through a transformation process to squeeze as much cash as possible out of Telkom to meet our refinancing needs"

The assets would be sold to a consortium of partners, he said.

Telkom was a "reasonably profitable" company which would chalk up profit of about R1,6bn this year. It had assets worth about R14bn. He told the conference Telkom had also decided to hold off taking out a three-year syndicated loan as it appeared other borrowers "had not had the success they wanted".

Landman's comments follow Post and Telecommunications Minister Pallo Jordan's announcement last month that a decision on the partial privatisation of the parastatal would have to be made this year. The partial privatisation would be a "strategic partnership" with Telkom shares being offered to both local and foreign private sector operators.

MELANIE SERGEANT reports Telkom

MUNGO SOGGOT

MD Danie du Toit, approached for comment, said Landman was not a board member and could not make statements on behalf of the company. He said it was premature to talk of privatisation, which was ultimately a government decision.

Jordan is expected to make a statement on the issue today when he opens the Telkom '95 conference in Midrand.

Government gave the first signal that privatisation was on the cards last October when it announced a six-point economic plan.

Since then government has given mixed signals on whether it intends to use the proceeds from privatisation to raise as much money as possible for the RDP, to reduce state debt, or as a tool for redistribution of economic power.

Public Enterprises Minister Stella Sigcau is expected to soon announce guidelines which will shape the privatisation process. Government plans to publish a White Paper after studying a report drawn up by an unnamed task team.

Finance Minister Chris Liebenberg, in his Budget speech this month, said the restructuring of public assets could unlock underutilised resources and should contribute to empowerment of communities.

There has been speculation that government would be more likely to first sell off less important assets such as its Aventura holiday resort chain, particularly since some have voiced opposition to selling state assets such as parastatals, which could be pivotal for the RDP.

● See Page 6

**Financial support to broadcasters in the former TBVC states**

\*12 Sen A E van NIEKERK asked the Minister for Posts, Telecommunications and Broadcasting †

Whether it is the intention to financially support any former broadcasters in the former TBVC states until their incorporation into the South African Broadcasting Corporation, if not, why not, if so, (a) with what amounts, (b) on what conditions and (c) how will the (1) broadcasters be managed and (ii) utilisation of these amounts be controlled?

(260) *Hansford* 28/3/95 S52E  
**THE MINISTER FOR POSTS, TELECOMMUNICATIONS AND BROADCASTING**

No, at the end of January 1995, the Minister for Posts, Telecommunications and Broadcasting hosted a workshop among all the stakeholders in broadcasting from the former TBVC states and South Africa. Among other recommendations, the workshop requested the Ministry to convene a Task Group to investigate the future of the ex-TBVC Broadcasters and to make proposals regarding their integration with SABC. The Task Group is due to report to me on Wednesday, 29 March 1995, which, unfortunately, is tomorrow.

**Resettlement of Damara descendants from Namibia to Riemvasmaak**

\*13 Sen A E van NIEKERK asked the Minister of Land Affairs †

- (1) Whether it is the intention to resettle any descendants of the Damaras from Namibia to Riemvasmaak, if so, (a) when and (b) how many (i) descendants and (ii) animals will be resettled,
- (2) whether adequate infrastructure exists in Riemvasmaak for the resettlement of these descendants, if not, what is the position in this regard, if so, what are the relevant details?

S53E  
**THE MINISTER OF HOUSING (on behalf of the Minister of Land Affairs)**

- (1) No, it is not the intention to resettle Damaras from Namibia to Riemvasmaak. It is, however, the intention to support

the Riemvasmakers (South Africans) who were removed during 1971 by the previous Government to Namibia (Damaraland Region), and who prefer to do so, to return to Riemvasmaak in accordance with the recommendations of the previous Commission on Land Allocation

(a) The Department of Land Affairs is currently in the process of bringing back these Riemvasmakers. It is estimated that the exercise will be completed by June/July 1995

(b) (i) Approximately 88 families (± 525 souls). All the families who were removed, however, have not yet decided whether they want to return

(ii) According to original estimates approximately 250 large stock, 3 500 small stock, approximately 125 dogs and cats and a number of poultry. It now appears, however, that these figures will eventually be significantly lower

(2) Yes, sufficient infrastructure for the short term resettlement of the Riemvasmakers is provided

A residential area (sites) was developed with water (sufficient for human consumption), sanitation (pidlatrines), streets and tents for the temporary resettlement of the families

The Community of Riemvasmaak, together with various government departments concerned (Land Affairs, Water Affairs, Agriculture, Local Government and Housing), the Provincial Government, various NGOs and a development consulting firm are at present compiling a comprehensive development plan for Riemvasmaak

(260) *Hansford* 28/3/95

\*14 Sen C R REDCLIFFE asked the Minister for Public Enterprises

- (1) Whether she or her Department is considering the sale of any State assets, if not, why not, if so, (a) which assets, (b) when

*Hansford* 28/3/95

will each such asset be sold and (c) how will the sale be financed in respect of each such asset?

(2) whether any income realised from the sale of such assets will be channelled to the Reconstruction and Development Programme, if not, why not, if so, what are the relevant details,

(3) whether she will make a statement on the matter?

S54E

**THE MINISTER FOR PUBLIC ENTERPRISES**

(1) The Government is looking at the whole issue of the re-organisation/restructuring of State assets. A Task Team has been appointed to work out guidelines on how the restructuring process, of which privatisation may form part, is to be conducted

(a), (b) and (c) will be part and parcel of the various stages of the process

(2) One of the objectives of the restructuring of State assets is to contribute towards achieving RDP goals. Should funds be generated by the restructuring process, the application thereof towards funding the RDP will be considered

(3) A full statement will be made at the appropriate time on the matter and even on the use of the released funds

**Inspections conducted by the Financial Services Board**

\*15 Sen C R REDCLIFFE asked the Minister of Finance.

(1) Whether the Financial Services Board conducted inspections of any financial institutions in the 1993-94 financial year, if not, why not, if so, (a) which institutions and (b)(i) for what reasons and (ii) with what result in respect of each such institution,

(2) whether any complaints have been received from the public in respect of any of the said institutions, if so, what was the (a) nature of the complaint and (b) response in respect of each such institution?

S55E

**THE DEPUTY MINISTER OF FINANCE**

(1) Table attached as Annexure "A" indicating

(a) Category of financial institutions inspected in the 1993-94 financial year,

(b) (i) Reasons for conducting the inspections, and

(ii) Result of inspections per category of financial institution

(2) Table attached as Annexure "B" indicating

Category of financial institutions inspected in the 1993-94 financial year,

(a) Nature of complaint received from the public

(b) Response in respect of the financial institution



# Nat tradition of secrecy lives on in the

# parastatals

CT(BR)28/3/95

(260)

There is a game that goes on in most parastatals. It's called "Let's pretend to be real companies". Ever since the National Party cut them from the direct control of parliament and set them adrift as separate companies, judging their operation and management has, in most cases, become more difficult.

The argument was that the parastatals would operate more efficiently as companies and commercialising them could be considered a first step towards privatisation.

Others suspected the moves were made to protect the jobs of the Broeders.

Whatever the reasons, the parastatals — including Transnet, Telkom and the Post Office — are all potential candidates for some degree of sell-off to the private sector.

Many of them give the impression that they are only responsible to themselves. Some, like Transnet, pretend to make profits. Others, like the Post Office, quietly put up rates on what are

normally deemed public services, while operating as virtual monopolies. And hardly any of the parastatals bother to give a proper account of what they are doing, preferring to play with smoke and mirrors.

The latest example of this is the Post Office's report, which provides, in great detail, the facts on how it spends money, but very little on how it earns the money.

Transnet's idea of private enterprise is unique. For example, it planned to take on the efficient private sector with the rapid delivery of parcels. It called its operation PX and set about slashing prices so much that its losses exceeded its turnover. It then subsidised the losses from its other operations. This is hidden away in recent annual reports without any proper explanation.

The subsidies probably came, in part, from the taxpayer through another disingenuous scheme called the Rail Commuter Corporation. The corporation was set up to hide the losses of the commuter rail services, which in turn were a

consequence of the apartheid policy of keeping black townships as far away from the city centres as possible.

What happens is that the government pays Transnet more than R2 billion of taxpayers' money a year, through the corporation, to run the commuter service. Transnet charges the corporation operating expenses and 10 percent of the fares collected. The operation is run so inefficiently by Transnet that no one knows how much is lost through the extensive fare-dodging that occurs. The result is that the taxpayer pays more

CANDIDLY CAMERON



BY BRUCE CAMERON

Accountability and transparency are terms our state enterprises have yet to discover

Examples of this type of situation are endless, though many are probably still hidden. This lack of accountability is descended directly from the great tradition of secrecy of National Party governments that, unfortunately, seems to have carried through to the new government.

Take for example the questions recently answered in parliament by the defence minister, Joe Modise. He said the country had issued licences for the export of arms worth more than R500 million last year. But he did not explain that, in all likelihood, this was not profit it mere-

right to be properly informed of what they are doing. The base of their stakeholders, being the taxpayers of the country, is far larger than that of any listed company and so the parastatals' reporting should be even more extensive.

They would do well to study the recent report of the committee on corporate governance, headed by the former judge Mervyn King. After that they may care to look at Britain's Cadbury report on the issue and the reporting rules set down in the United States.

In a recent speech, King succinctly asked four questions, which state enterprises should ask themselves. They are:

- Is communication open and/or transparent?
- Is the communication prompt?
- Is it relevant and substantial, or merely a communication of form?
- Does it fairly set out the position?

It would not be unfair to say that our state enterprises would fail the test.

ly served to cut the costs of the production of arms that we could, probably, now buy very much cheaper than we can produce.

He is likely to say in answer to any such criticism: "Ah, but I wasn't asked that question." The attitude is to give the minimum rather than the maximum amount of information.

The arrogance of state enterprises is visible in almost any report or comment on their activities, while the current debate on corporate governance seems to be passing them by.

One reason for disclosure of information is that foreign investors do not like secrecy. As it is, they are cautious about private-sector companies because reporting levels in South Africa do not compare with other developed economies.

Foreign investors are likely to be even more cautious about state enterprises that seek to privatise.

Apart from the privatisation argument, state enterprises should realise they have stakeholders, just like any other company, who have the



# Eskom envisions 270 000 jobs

ABOUT 270 000 jobs could be created by SA's electrification programme by the turn of the century, Eskom chairman John Maree, said at the sub-Saharan Oil and Minerals conference yesterday.

Maree said Eskom was electrifying homes at a rate of 1 000 a day, and hoped to complete 300 000 this year and 1,75-million by 1999. Local government programmes should see a further 750 000 homes electrified over the same period. (260)

He estimated this process would create 19 000 direct jobs a year, plus further indirect job creation. For every 100 homes electrified, seven to 11 small businesses were created, he said.

Eskom would spend R1bn on its electrification programme this year. It planned to electrify 4,25-million homes by 2012, with local government electrifying a further 2,1-million. This represented a total investment of about R23bn.

He said one of the major reasons for the establishment in SA of large electricity-intensive projects such as Alusaf and Co-

MICHAEL URQUHART

lumbus was low electricity tariffs

Improved efficiencies and excess capacity had allowed Eskom to reduce its tariffs in real terms, making it the second cheapest electricity supplier in the world. But at the growth rates in electricity usage forecast by Eskom, SA would become an importer of electricity by early next century if no new capacity was built.

At a conference dinner, Mineral and Energy Affairs Minister Pik Botha called for a sub-Saharan organisation to co-ordinate the flow of electricity in the region.

He said the region had ample resources to meet its energy needs, but a system was needed to ensure that these resources reached the areas where they were needed. He envisaged an electricity grid stretching from the major supply centre of Zaire to SA and southern Europe, with grids leading off to the less affluent countries.

● Picture: Page 3

● See Page 14

BD28/3/95

(3) whether any attempt was made to obtain from the United States government copies of satellite pictures taken at the area in which the aircraft crashed at the time it went down, if not, why not, if so, with what result?

N194E

The MINISTER OF TRANSPORT

(1) Yes, all air traffic control centres en route were approached for transcript copies of all communications with SA 295 the Helderberg. This included the following centres: Taiwan, Hong Kong, Colombo, Cocos and finally Mauritius.

As these transcripts did not indicate any problems, other than that the flight proceeded routinely and normally, actual copies of the tapes involved were not requested as it would not have justified the expenditure involved.

(2) No specific advertisements were placed to request information because of the extensive media coverage both locally and abroad. With the press release announcing the commencement date of the public hearing, the public was again requested to submit any information or evidence to the Board of Inquiry.

(3) Yes, requests for information and assistance were submitted through the South African Foreign Affairs Department to many Governments including the United States Representatives of the United States Government, the National Transportation Safety Board and the Federal Aviation Administration had in fact actively participated in the investigation. In respect of satellite pictures the response received was that there were no satellites monitoring the area at the time and consequently no pictures were in existence. The Department therefore was

obliged to spend large amounts of money in order to locate the debris field on the seabed.

Remuneration packages/staff establishment of management of SABC (260)

124 Mr J A JORDAAN asked the Minister for Posts, Telecommunications and Broadcasting

Whether he will furnish particulars in respect of the (a) remuneration packages, inclusive of fringe benefits, and (b) staff establishment of the management of the South African Broadcasting Corporation, if not, why not, if so, what (i) are the relevant particulars in respect of the remuneration packages concerned and (ii) what was the number of persons employed in the various posts in the management as at the latest specified date for which information is available?

*Hansard 29B/95N215E*

The MINISTER FOR POSTS, TELECOMMUNICATIONS AND BROADCASTING

With regard to the remuneration packages of Management of the South African Broadcasting Corporation is regarded as highly confidential due to the competitive environment in which the Corporation finds itself. The competition is bound to increase in a re-regulated environment when Commercial broadcasting licences become available from the IBA. Furthermore, the SABC is a state-owned Corporation and it would be unwise to embark upon a competitive exercise amongst the various public enterprises since they all operate in different market segments.

SABC has nothing further to add to the above. The following information pertains to SABC Management (SENTECH excluded) as far as the staff establishment and the posts filled at present are concerned:

	Posts Available	Posts Filled
Top Management	7	5
Senior Management	44	31
Middle Management	248	209
Total	299	245

Remuneration packages/staff establishment of management of Telkom/Post Office

125. Mr J A JORDAAN asked the Minister for Posts, Telecommunications and Broadcasting

Whether he will furnish particulars in respect of the (a) remuneration packages, inclusive of fringe benefits, and (b) staff establishment of the management of (i) Telkom and (ii) the Post Office, if not, why not, if so, what (aa) are the relevant particulars in respect of the remuneration packages concerned and (bb) what was the number of persons employed in the various posts in the management as at the latest specified date for which information is available?

*Hansard 29/3/95N216E*

The MINISTER FOR POSTS, TELECOMMUNICATIONS AND BROADCASTING

(i) Telkom SA Limited

(a) No

(aa) The remuneration packages in Telkom are regarded as highly confidential and are not comparable with other organisations without detailed analysis. It is important to handle it as such as a result of the competitive situation in which Telkom finds itself. Telkom is the only employer where the private sector and competitors can obtain the services of highly qualified telecommunication experts. It would therefore be very irresponsible to make available particulars of the remuneration packages of Telkom to the public.

(b) Yes

(bb) The staff establishment for management as on 28 February 1995 is as follows:

Job Title	Number
Managing Director	1
Chief Operations Executive	1
Senior General Manager	7
General Manager/Regional	35
Senior Manager	146
Manager (includes engineers, technologists, specialists, etc)	822
Total	1 012

The total staff establishment in Telkom is 58 968

(a) No

(aa) Although I am not unwilling to furnish the required information, the divulging of the remuneration packages in isolation will for the following reasons be detrimental to the SA Post Office Ltd

Remuneration packages of the top management of the SA Post Office, Telkom, SABC and the respective Public Enterprises are not comparable and without detailed analysis incorrect deductions will be made

Remuneration levels of the top management of the SA Post Office are lower than that of comparable posts in the private sector and divulging of the relevant information could lead to management members being coaxed away by the private sector

(b) Yes

(bb) The staff establishment for management as at 28 February 1995 is as follows:

Job Title	Number
Chairman and Chief Executive	1
Senior General Manager	4
General Manager and equal	18
Senior Manager and equal	56
Manager	167
Total	246

The total establishment in the SA Post Office is 25 926

*A*



(3) whether any attempt was made to obtain from the United States government copies of satellite pictures taken of the area in which the aircraft crashed at the time it went down, if not, why not, if so, with what result?

N194E

The MINISTER OF TRANSPORT

(1) Yes, all air traffic control centres en route were approached for transcript copies of all communications with SA 295 the Helderberg. This included the following centres: Taiwan, Hong Kong, Colombo, Cocos and finally Mauritius.

As these transcripts did not indicate any problems, other than that the flight proceeded routinely and normally, actual copies of the tapes involved were not requested as it would not have justified the expenditure involved.

Copies were however made of all communications with Mauritius air traffic control. This again indicated routine flight conditions up to the actual emergency declaration by Captain Uys.

(2) No specific advertisements were placed to request information because of the extensive media coverage, both locally and abroad. With the press release announcing the commencement date of the public hearing, the public was again requested to submit any information or evidence to the Board of Inquiry.

Following the recent press coverage of the accident and the call for new evidence to be submitted has also not resulted in any such reports being received.

(3) Yes, requests for information and assistance were submitted through the South African Foreign Affairs Department to many Governments including the United States. Representatives of the United States Government i.e. the National Transportation Safety Board and the Federal Aviation Administration had in fact actively participated in the investigation. In respect of satellite pictures the response received was that there were no satellites monitoring the area at the time and consequently no pictures were in existence. The Department therefore was

obliged to spend large amounts of money in order to locate the debris field on the seabed.

Remuneration packages/staff establishment of management of SABC (260)

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Hansard 29/3/95 N215E  
The MINISTER FOR POSTS, TELECOMMUNICATIONS AND BROADCASTING

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SABC has nothing further to add to the above. The following information pertains to SABC Management (SENTECH excluded) as far as the staff establishment and the posts filled at present are concerned:

	Posts Available	Posts Filled
Top Management	7	5
Senior Management	44	31
Middle Management	248	209
Management	299	245
Total		

Remuneration packages/staff establishment of management of Telkom/Post Office (261)

125 Mr J A JORDAAN asked the Minister for Posts, Telecommunications and Broadcasting

Whether he will furnish particulars in respect of the (a) remuneration packages, inclusive of fringe benefits, and (b) staff establishment of the management of (i) Telkom and (ii) the Post Office, if not, why not, if so, what (aa) are the relevant particulars in respect of the remuneration packages concerned and (bb) what was the number of persons employed in the various posts in the management as at the latest specified date for which information is available?

Hansard 29/3/95 N216E  
The MINISTER FOR POSTS, TELECOMMUNICATIONS AND BROADCASTING

(i) Telkom SA Limited

(a) No

(aa) The remuneration packages in Telkom are regarded as highly confidential and are not comparable with other organisations without detailed analysis. It is important to handle it as such as a result of the competitive situation in which Telkom finds itself.

where the private sector and competitors can obtain the services of highly qualified telecommunication experts. It would therefore be very irresponsible to make available particulars of the remuneration packages of Telkom to the public.

(b) Yes

(bb) The staff establishment for management as on 28 February 1995 is as follows:

Job Title	Number
Managing Director	1
Chief Operations Executive	1
Senior General Manager	7
General Manager/Regional	35
Senior Manager	146
Manager (includes engineers, technologists, specialists, etc)	822
Total	1 012

The total staff establishment in Telkom is 58 968

(ii) South African Post Office Limited

(a) No

(aa) Although I am not unwilling to furnish the required information, the divulging of the remuneration packages in isolation will for the following reasons be detrimental to the SA Post Office Ltd.

Remuneration packages of the top management of the SA Post Office, Telkom, SABC and the respective Public Enterprises are not comparable and without detailed analysis incorrect deductions will be made.

Remuneration levels of the top management of the SA Post Office are lower than that of comparable posts in the private sector and divulging of the relevant information could lead to management members being coaxed away by the private sector.

(b) Yes

(bb) The staff establishment for management as at 28 February 1995 is as follows:

Job Title	Number
Chairman and Chief Executive	1
Senior General Manager	4
General Manager and equal	18
Senior Manager and equal	56
Manager	167
Total	246

The total establishment in the SA Post Office is 25 926

X



# Radio Atlantis gets IBA approval to go on the air

ARG 30/3/95 (260)

**NORMAN JOSEPH**  
Staff Reporter

ATLANTIS will soon be on the air, courtesy of the Independent Broadcasting Authority (IBA).

Radio Atlantis is one of three community radio stations to be granted a 12-month temporary community licence. The other two will operate from Boksburg and Alexandra in Gauteng.

Now the Atlantis Development Forum is urgently looking for a venue from which to operate Radio Atlantis.

The cost of setting up the station is expected to be about R75 000, and backing will come from community organisations and the Atlantis business community.

IBA spokeswoman Thandi Davids said from Johannesburg that the station would broadcast for three hours a day on a frequency still to be decided.

Noel Williams, chairman of the Atlantis Development Forum, welcomed the announcement, saying "The radio station will bring the community closer to the Western Cape.

"It will function as the voice of the

people, express their concerns, and tell them of their rights.

"Residents can also be reached and informed on the upcoming local elections in October."

Atlantis, 45 km from Cape Town on the West Coast, has a population of 80 000.

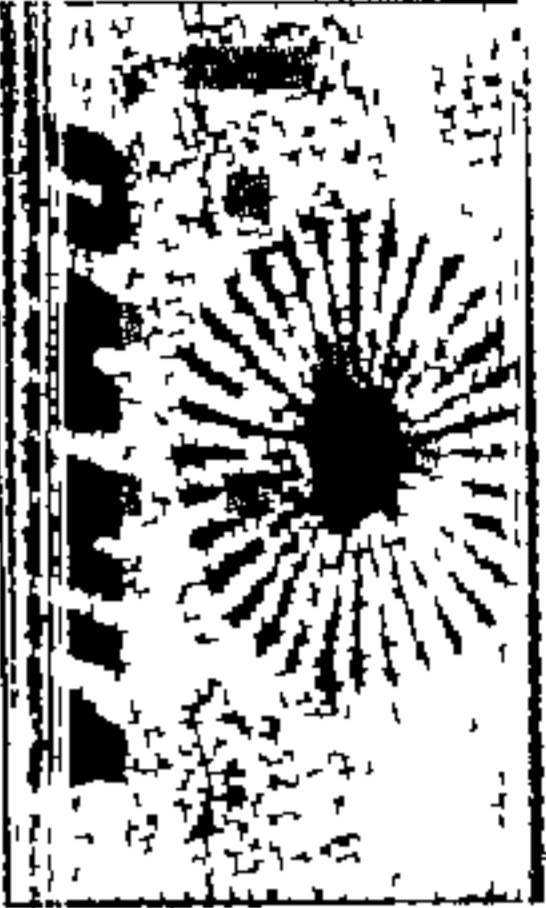
Mr. Williams said the radio would be a non-profit, non-racial and politically independent community project.

The idea was created two years ago by the forum. One of its aims was to provide people with information about their community, and it was also hoped people would use the radio station as an educational tool.

Another aim was to cover local, national and international news of interest to the community.

The radio station would serve residents of Robinvale, Saxonsea, Sherwood Park, Protea Park, Avondale, Mamre and Telpella. It was likely to start broadcasting within a couple of weeks.

More than 50 applications were handed in to the IBA and they were expecting to hear by April 10 whether their applications had been successful.

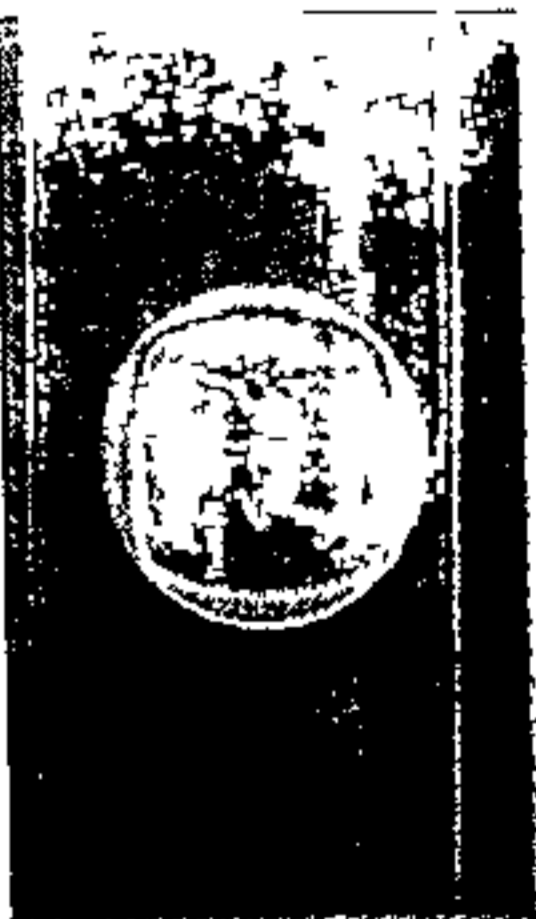


FIZZLING  
NEWS

OMNIA HOLDINGS  
REPORTS 6,3 PERCENT  
DECLINE IN PROFIT



BRAVE NEW WORLD  
INNOVATION  
PHILIPS AND OLIVETTI  
EXPLORE FUTURISTIC  
OFFICE EQUIPMENT



SHRINKING RAND  
FORUM  
WHY THE UNIT WILL  
SLIDE DESPITE ALL  
THE OPTIMISM

# Boycotts leave Eskom R923m poorer

Sentiment in the townships is changing, but non-payment of electricity bills has left Eskom with huge problem debts

By DEREK TOMMEY

The non-payment philosophy in the townships has left Eskom with problem debts amounting to R923 million, says John Maree, chairman of the Electricity Council

These debts would have been higher but Eskom had taken over about R360 million worth of assets which it had been able to offset against them.

The debts have not been written off but full provision has been

made for them in the balance sheet

Maree said that sentiment in the townships was changing, which had made it easier for Eskom to collect electricity payments and to cut off electricity supplies to users who were not paying their bills

He said about half the professional and supervisory posts at Eskom were expected to be filled by blacks by the turn of the century

"There is a tendency generally to assume that affirmative action black advancement is synonymous

with the lowering of standards. That's not our experience. In fact the four blacks on our management board are immensely competent people. They are doing their job and making an immense contribution to Eskom."

Maree has good news about Eskom's progress in 1994. It is now ranked among the world's five biggest generators of electric power.

He said Eskom was continuing to reduce the cost of electricity in real terms and was forging ahead with electrification. It brought power to 254 383 houses last year and plans to wire another 300 000

houses this year

Maree said that Eskom's commitment in 1991 to reduce the price of electricity in real terms by 20 percent between 1992 and 1996 would be met

The company has committed itself to cutting prices in real terms by a further 15 percent between 1994 and 2000

"We have managed to maintain relentless downward pressure on our costs and to balance this with unparalleled investment in national electrification while strengthening



John Maree

ing our balance sheet." Eskom was providing electricity services to an additional 1 000 houses every day, he said. The electrification programme was costing about R1 billion a year.

Allen Morgan reported that revenue rose by 11,8 percent to R15,4 billion as a result of a net tariff increase of 7,6 percent and an increase in sales volume of 3,9 percent. Operating expenditure rose

260

by 10,7 percent to R9,96 billion after including a net provision for arrears debts of R201 million.

Net income amounted to R2,27 billion which was 37,8 percent more than in 1993. Net income on a current value basis amounted to R407 million compared with R14 million in 1993.

This had resulted in a real return on assets of 4,3 percent (4,1 percent).

Accumulated reserves increased to R16 billion.

Eskom had virtually completed its local fundraising but could tap the American market later this year if rates there improved, he said.

# Eskom increases net income

MARCIA KLEIN

SIGNIFICANT savings and improved efficiencies enabled Eskom to increase net income. It also reduced the real price of electricity and absorbed the high cost of funding new connections, which grew at a rate of almost 5 000 homes a day.

The utility yesterday reported an 11,8% revenue rise to R15,4bn (R13,8bn) for the year to December after a net tariff increase of 7,6% and a 3,9% sales volume rise. Net income rose 37,8% to R2,3bn (R1,6bn). *BD 30/1/95*

Chairman John Maree said despite the high costs of electrification, overall cost reductions and high levels of efficiency enabled it to increase the price of electricity by just 7% during the year.

The price of electricity was currently 73% of that of a decade ago in real terms, and would continue to drop in real terms. Eskom would increase its price by 4% this year and probably by the same percentage

next year. It was committed to reducing the price by 20% in real terms between 1992 and next year.

During the year, Eskom electrified 254 383 homes and was on track to meet its target of 1,75-million homes between last year and 1999. *(260) (28)*

Capital expenditure on electrification was R808m for the year. Eskom was increasingly funding capex from its own cash flows, and the electrification drive would be funded from earnings and borrowings. Its 15-year electrification participation note (EPN2) had raised R1,2bn.

Eskom's foreign borrowings included a \$300m facility with Japan's Eximbank over an 18-month period, a five-year \$100m syndicated loan and a \$30m loan from the Bank of Taiwan. It was also looking at a

□ To Page 2

## Eskom

*(260) BD 30/3/95*  
bond issue in the US.

Improved cash flows saw gearing come down to 170% from 306% in 1985. Gearing of 100% was targeted for the end of 1998.

Maree said non-payment remained "one of the most significant financial threats" facing Eskom. Cutting off services was

beginning to have the desired effect, but problem arrears of R923m remained. These had all been fully provided for.

CE Allen Morgan said productivity gains of R625m in the core business had funded electrification and abnormal expenditure. Productivity gains were R93m.

From Page 1



# Default creates huge Eskom debt

260  
88  
SHOW 30/3/95

■ BY DEREK TOMMEY

The non-payment philosophy in the townships has left Eskom with problem debts amounting to R923 million, says Dr John Maree, chairman of the Electricity Council

Eskom has taken over about R360 million worth of assets which it has been able to offset against the debts.

He said that sentiment in the townships was changing which had made it easier for Eskom to collect payments and to cut off electricity supplies

He said that about half the professional and supervisory posts at Eskom were expected to be filled by blacks by the turn of the century.

Maree has good news about Eskom's progress in 1994. He said the country's electricity giant now ranked among the world's five biggest generators of electric power.

He said: "Eskom is continu-



Dr John Maree

ing to reduce the cost of electricity in real terms. It is forging ahead with its electrification plans, bringing power to 254 383 more houses last year and it plans to wire another 300 000 houses this year."

Maree said Eskom's commitment in 1991 to reduce the price of electricity in real terms by 20 percent between 1992 and 1996 would be met. Eskom has now committed itself to bring down electricity prices in real terms by a fur-

ther 15 percent between 1994 and 2000.

Eskom's chief executive Allen Morgan reports that revenue rose by 11,8 percent to R15,4 billion as a result of a net tariff increase of 7,6 percent and an increase in sales volume of 3,9 percent.

Operating expenditure rose by 10,7 percent to R9,96 billion after including a net provision for arrear debts of R201 million. Net interest and finance charges increased by only 1,2 percent to R3,19 billion, mainly as a result of the improved debt-equity ratio.

Net income amounted to R2,27 billion which was 37,8 percent more than in 1993. Net income on a current value basis amounted to R407 million compared with R14 million in 1993. This resulted in a real return on assets of 4,3 percent (4,1 percent).

Accumulated reserves increased to R16 billion

# NEWS FEATURE *Independent Broadcasting Authority to interview 103 licence applicants*

# Nightmare screenings applicants

By Chris Nkwe

## HEAVY TASK The IBA comprises capable professional people:

**F**OR THE INDEPENDENT Broadcasting Authority — the body charged with regulating broadcasting in South Africa — the issuing of temporary radio licences is a heavy task a nightmare. However, it is a challenge which the councillors have to tackle, no matter what it takes.

Spending a few minutes with charismatic councillor Lyrndall Shope-Mafole sheds some light on what big task the IBA is faced with in the coming weeks, the councils will be interviewing about 103 radio licence applicants in the Western Cape, Eastern Cape and Northern Cape.

These will be reviewed and if successfully temporary broadcasting rights will be granted. But, sorry, no political radio stations! In Gauteng last week, the IBA panel comprising co-chairmen Pieter de Klerk, Shope-Mafole, Glen M. Ques, Thabo Koniame and Shelle Schumullen interviewed applicants for four radio stations.

De Klerk, a communications consultant, has a formidable knowledge of the industry. His appointment was not tokenism — this was evident during the interviewing sessions. Next to him sat Shope-Mafole and

don't mistake her for a lightweight. Her training as a telecommunications engineer stands her in good stead. She is articulate — one of the brains behind the IBA. Her concern is that the public, especially Gauteng people, have shown no interest in the activities of IBA.

"They never attend our hearings" Among those interviewed in Gauteng last week were Cani Community Radio. It will broadcast in the North East Metropolitan area and according to its owners, its aim is to provide "guidance, experience and information to the community enabling them to independently and interdependently uplift themselves". Also interviewed were Radio Club Portuguese Trust, which will target the Portuguese speaking people in Gauteng, facilitate their integration in the country and promote the RDP.

Another, was Channel NLED owned by the Medical University of South Africa. It will broadcast in Medunsa and to the broader community around the university and will be run by Madunsa students.

Located in Mofolo, Soweto, will be Tropical Community Radio — a youth radio station. If granted a licence, it will start operating in May.

The following is a glimpse of the licences already granted. Radio Zululand Community — to broadcast in Zululand, English and Afrikaans to more than one million people in Eshowe, Melmoth, Ngwlezane, Empangeni, Nseleni, Richards Bay, Mtunzi, Esikhawini, Ngoye, Port Durnfort and Kwa Dlangezwa.

It will broadcast for eight hours on weekdays and 12 hours on weekends, cover educational and informative programmes, and be run by volunteers.

Radio TNT (Technikon Northern Transvaal) will broadcast for 18 hours a day in six languages - English, Tsonga, Venda, Zulu, Northern Sotho and Tswana.

All the languages will be given 16,6 percent airtime and will reach about 16 000 listeners around Soshanguve. Students and lower income groups will be targeted for this station.

Iscoran FM — this Vanderbijlpark based station will broadcast in English, Afrikaans, Sotho, Xhosa and Zulu for about 14 hours a day. Its target groups are the economically active, particularly sector employees. It will cover music news talk shows, competitions and related complaints, achievement and general information.

Radio Kopies is an entirely Afrikaans station which will broadcast to the North

Free State and Western Transvaal. It is aimed at "serving, enriching and furthering the culture of the Boer-Afrikaner nation" and will broadcast for six hours.

Programmes include religion, women's and teenagers' issues and Boer music. Radio Maritzburg will broadcast in English and Afrikaans to a community of 500-000 upper to middle class, as well as informal settlements, semi-urban and township people in the Greater Maritzburg.

To broadcast for 18 hours a day, the station will concentrate on news, devotions, magazines shows, traffic and weather reports, children's programmes, etc. NWFN will broadcast in Afrikaans and English covering parts of North West, the Northern Cape and the Free State. In its 15 hours a day broadcast, its programme content will include

It will cover training and development and programmes which will include news and other topics of interest. Radio Tomorrow will be on air for 16 hours a day in English to about 100 000 retired and pensioned Johannesburgers.

The programme content will include news, soap and book reading, music, and topical and informative talk. Radio Volkstem is an Afrikaans radio station for the Free State and Northern Cape and will provide Boeremusiek, religious programmes, news and Afrikaans culture to about 309 000 white Afrikaans speakers 14 hours a day.

Radio Sedaven will broadcast from Sedaven Farm outside Heidelberg to about 300 people for four hours a day on weekdays and eight and half hours on Saturdays.

It will cover training and development and programmes which will include news and other topics of interest. Radio Tomorrow will be on air for 16 hours a day in English to about 100 000 retired and pensioned Johannesburgers.

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Mr Peter de Klerk

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# IBA grants more licences

(260) STAN 31/3/95

■ BY JOVIAL RANTAO

Two Gauteng community radio stations and one in the Western Cape have been granted temporary broadcasting licences, the Independent Broadcasting Authority announced yesterday.

ALXFM and the Rainbow People Community Station will broadcast in Gauteng, and Radio Atlantis in the Western Cape.

The three new community radio stations push to 25 the number of licences which have been granted by the IBA. The figure exceeds the total number of radio stations that were on air

before the IBA began its work and exceeds the number of SABC radio stations.

IBA councillor John Matsonn said the organisation expected that towards the end of April, between 30 and 50 temporary community radio licences would be approved. A total of 120 applications had been received.

The SABC's future language policy is among the issues to be discussed when the third round of the Independent Broadcasting Authority's inquiry into the nature of the public broadcaster, local content and cross media ownership starts in Johannesburg on Monday.

0103/95  
10/3/95  
12/3/95



# Big switch-off for TBVC stations?

Star 31/3/95 (260)

## ■ OWN CORRESPONDENT

Four radio stations and a television channel run by former TBVC homelands may be forced to close tomorrow if a wrangle over financing is not resolved by today.

At the centre of the issue is the question of who is to foot a multimillion-rand bill the broadcasters have incurred this financial year.

The stations are Radio Bop, Bop-TV, Radio Transkei, Radio

Ciskei and Radio Thohoyandou in Venda.

In earlier years, funding for the broadcasters was channelled through the Department of Foreign Affairs to the respective homeland authorities, but Media Workers Association of South Africa (Mwasa) secretary-general S'thembele Khala said yesterday the department had indicated that this year its budget did not include the broadcasters.

Efforts by Mwasa to get the

Department of Posts, Telecommunication and Broadcasting to accept responsibility have not succeeded as Minister Pallo Jordan has indicated his department does not have the money.

Jordan has also tried to get the SABC to take financial responsibility but the SABC has refused, Khala said.

"By Saturday 1 100 workers will not know where their salaries are coming from," said Khala.

ALL OUR TO CELEBRATE ITS SUCCESS. THE SABC MOTORE

# TV, radio stations may close

(260) somehan 31/3/95

By Mathatha Tsedu Political Editor

**F**OUR RADIO STATIONS and a television channel run by the former TBVC homelands may be forced to close tomorrow if a wrangle over financing is not resolved by today.

At the centre of the issue is the question of who is to foot the R500 million bill the broadcasters have incurred this financial year.

Funding for the affected broadcasters ends today with more than 1 000 jobs at stake.

The stations are Radio Bop and Bop TV, Radio Transkei, Radio Ciskei and Radio Thohoyandou.

In earlier years, funding for the broadcasters was channelled through the Department of Foreign Affairs to the respective homeland authorities, but Media Workers Association of South Africa secretary general Mr S'thembele Khala said yesterday the department had indicated that this year its budget did not include the broadcasters.

Efforts so far by Mwsa to get the Department of Posts, Telecommunication and Broadcasting to accept responsibility have not succeeded as Minis-

ter Pallo Jordan has indicated his department does not have the money. Jordan has also tried to get the SABC to take financial responsibility as the stations will eventually be integrated into the corporation but the SABC has refused, Khala said.

A meeting of the broadcasting task group which was to have been held on Wednesday to discuss the matter was postponed because Jordan was at a Cabinet meeting. Jordan said yesterday the meeting had been rescheduled for today. He was adamant, however, that his department would not fund the broadcasters. A decision on funding would await a report from the task group which would report to him today, he said.

Khala said Mwsa was concerned about the state of affairs. "By Saturday, the 1 100 workers will not know who they work for, and where their salaries will come from. They may even have to stop working until the issue is resolved. We are trying to say to the minister that he should take responsibility until the integration is completed.

"We have put forward proposals about how this could be done and we hope the Friday meeting will come up with something," he said.

24/04/75

## Relief as SABC gets licences

STAFF REPORTER

SABC staffers breathed sighs of relief this week when the corporation was granted broadcasting licences only hours before its permit to be on the air expired at midnight on Thursday night (260)

The news of the granting of 25 licences was confirmed to WeekendStar by Independent Broadcasting Authority representative Thandi Davids last night

The SABC now has broadcasting rights for six years for television and eight for radio

There was a bit of panic, especially on Thursday. But we got a call from the IBA in the afternoon to the effect that our application for licences had been granted," said David Niddrie, the SABC's group manager for strategic planning

Niddrie said the SABC had not applied for licences for new frequencies



Nov 11/4/75

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## NEWS ROUND-UP

(260) AT 2/4/95  
**Single body for broadcasters**

THE SABC and the four former homelands broadcasters are to be incorporated into a single National Public Broadcasting Corporation following recommendations by a task group whose report was presented to Minister of Posts, Telecommunications and Broadcasting Pallo Jordan on Friday.

**THE DEPUTY MINISTER FOR PROVINCIAL AFFAIRS AND CONSTITUTIONAL DEVELOPMENT.**

(1) If the hon member is referring to constitutional arrangements regarding traditional authorities, the position is as follows. Provincial houses of traditional leaders have been established in four of the six relevant provinces. Two provincial houses, namely in the Eastern Cape and the Northern Transvaal, have not been established yet. Rules in terms of the Council of Traditional Leaders Act, 1994, for the election of representatives to the Council, are not being finalised. The Council of Traditional Leaders will be constituted as soon as an electoral college constituted by the members of the provincial houses of traditional leaders, has elected the members of the Council. In the light of the above I do not intend to make any statement.

**THE MINISTER FOR THE PUBLIC SERVICE AND ADMINISTRATION**

In respect of (a) (i) and (ii) and (b), the following information has been furnished by the various departments, provincial administrations, organisational components and the Education and Culture Services of the ex-Own Affairs Administrations

Department/Provincial Organisational Component/Culture Service (Ex-Own Affairs Administrations)	The total number of persons employed in a full-time capacity as at 31 December 1994	The total amount paid out in remuneration to employees in respect of December 1994
Department of Agriculture	9 666	28 981 909
Department of Arts, Culture, Science and Technology	381	1 838 596
Department of Constitutional Development	186	1 416 840
Department of Correctional Services	28 898	91 927 622
Department of Education	94 510	388 661 000
Department of Environmental Affairs and Tourism	987	6 209 360
Department of Finance	10 602	35 716 796
Department of Foreign Affairs	1 573	8 333 786
Department of Health	6 227	22 799 998
Department of Home Affairs	4 472	12 870 860
Department of Housing	165	805 316
Department of Justice	14 023	85 667 485
Department of Labour	5 416	33 166 573
Department of Land Affairs	2 052	9 168 063
Department of Mineral and Energy Affairs	596	2 672 650
Department of Public Works	6 239	17 016 956
Department of Sport and Recreation	113	718 000
Department of State Expenditure	983	5 215 811

(2) No. The future status of traditional leadership within the new constitutional framework is a matter which is being dealt with by the Constitutional Assembly.

For written reply

Persons employed in full-time capacity in each department/organisational component

16 Sen J SELFE asked the Minister for the Public Service and Administration

What was the (a) total number of persons employed in a full-time capacity in each (i) department and (ii) organisational component referred to in section 7(1) of the Public Service Act, 1994 (Proclamation No 103 of 1994), as at 31 December 1994 and (b) total amount paid out in remuneration to employees of each such department and organisational component in respect of December 1994?

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Department of Trade and Industry	1 049	9 094 387
Department of Transport	1 173	4 958 216
Department of Water Affairs and Forestry	7 053	22 766 497
Department of Welfare	189	1 010 872
National Defence Force	80 848	287 969 000
National Intelligence Agency <sup>1</sup>		
Office of the President <sup>2</sup>	177	688 973
Office of the Public Service Commission	447	2 954 289
Provincial Administration. Eastern Cape <sup>3</sup>		
Provincial Administration. Eastern Transvaal	27 191	72 994 879
Provincial Administration. KwaZulu-Natal	131 235	320 959 857
Provincial Administration. Northern Cape	0	0
Provincial Administration. Northern Transvaal <sup>4</sup>	89 732	284 506 772
Provincial Administration. North-West	146 413	756 957 448
Provincial Administration. Orange Free State	38 684	88 185 611
Provincial Administration. Pretoria-Witwatersrand-Vereeniging	86 902	191 707 580
Provincial Administration. Western Cape	62 777	205 500 061
South African Police Service	115 617	336 829 186
South African Secret Service <sup>1</sup>		
Central Economic Advisory Service	44	342 613
Central Statistical Service	544	2 055 926
Office of the Executive Deputy President	28	122 521
Office of the Executive Deputy President from the Largest Minority Party	48	323 809
Office for Public Enterprises	27	178 507
South African Communication Service	502	2 312 854
Education and Culture Service (Ex-Administration House of Assembly)	77 106	365 894 630
Education and Culture Service (Ex-Administration House of Delegates)	15 387	70 745 543
Education and Culture Service (Ex-Administration House of Representatives)	11 794	25 278 390

- The relevant information is classified and can therefore not be made available
- These figures include personnel of the Office of the Minister without Portfolio
- Despite numerous attempts, no response could be obtained from the Provincial Administration Eastern Cape
- The relevant figures do not include those of the former TBVC state, Venda

**SABC employees: packages**

23 Sen A E VAN NIEKERK asked the Minister for Posts, Telecommunications and Broadcasting †

Whether the South African Broadcasting Corporation recently offered packages to employees, if so, (a) why, (b) what is the total amount involved and (c) in respect of each such staff member, (i) what is his or her name, (ii) which post did he or she occupy, (iii) how many years of service did he or she complete and (iv) what

training did he or she have?

(260)

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**THE MINISTER FOR POSTS, TELECOMMUNICATIONS AND BROADCASTING**

(a) The SABC must become more cost-effective in order to fulfil its public broadcasting mandate in the new South Africa. This mandate means that

radio and TV portfolios are changing

Hansard 4/4/95



- provincial broadcasting, especially news and information services, will require additional resources, including staff
  - more local television drama at greater cost will be produced
  - the Corporation is inevitably facing competition, with a probable reduction in income
- Against this background, productivity of resources, and especially that of staff, will have to increase significantly if the Corporation is to deliver a product of value and quality, as it intends
- Staff costs, including salaries, are the second largest of the SABC's expenses, but it is the most logical area where greater efficiency could be effected

## Staff Reduction

Division	Surname	Init	Title	Design	Service	Age
BCC	Nel	V	Mr	Project Manager	37,01	56
	Loots	J W	Mr	Maintenance Fitter	5,00	42
	Dikgale	M	Mr	Junior Technical Assistant	24,01	58
	Van der Westhuizen	G R	Mrs	Asset Control Officer	12,09	38
	Botha	H M E	Mrs	Secretary	3,06	24
	Foune	I	Mrs	Secretary	5,09	27
	Burger	D	Mr	Man Accommodation	12,01	38
	Payne	J J	Mr	Supervisor Security Operations	11,06	47
	Van Heerden	P B	Mr	Occupational Safety and Hygiene	29,06	53
	Strydom	H G	Mr	Manager: Support Services	19,07	53
	Viljoen	M P	Mr	Man Business Development	19,07	39
	Van Zyl	A J	Mr	Operations Manager Electrical	19,09	45
	Kies	F P	Mr	Specialist Electronic Services	18,06	54
	Van den Berg	J H	Mr	Supervisor, Security Operations	14,00	54
	Mans	W A	Mr	Building Supervisor Radio	16,08	52
	Nieuwoudt	C L	Mr	Manager Finance	2,09	34
	Mynhardt	A	Mrs	Clerk	3,01	29
Van der Walt	M A	Mrs	Senior Clerk	6,00	59	
Muller	J J	Mrs	Senior Clerk	7,05	56	
Van Rooyen	G J	Mr	Shift Leader	20,05	55	
Hiepner	C F	Mr	Principal Security Officer	14,06	56	
De Witt	E M	Mr	Principal Security Officer	12,10	53	
Knoetze	E N	Mrs	Principal Security Officer	12,03	45	
Botes	H J	Mr	Principal Security Officer	10,03	55	
Van Rooyen	H P	Mr	Principal Security Officer	10,11	52	
Moeketsi	M J	Mr	Principal Security Officer	15,00	57	
Bopape	S	Mr	Senior Handyman	7,08	50	
Mosoi	R B	Mr	Senior Handyman	33,06	57	
Total Staff					28	

Division	Surname	Init	Title	Design	Service	Age
GCE	Nkamba	T N T	Miss	Manager- Corporate Social Inves	3,03	40
	Grabe	J F D L	Mr	Manager External Communication	19,05	54
	Roux	A	Mrs	Manager Internal Communication	3,01	39
	Bredenkamp	E M	Miss	Communications Practitioner	5,00	34
	Van Zyl	A	Mr	Production Ed Group Publications	10,06	52
	Steyn	M	Miss	Communication Assistant	3,07	25
	Vernaak	C E	Mrs	Senior Secretary	16,00	47
	Heunis	M E	Mrs	Senior Secretary	12,06	32
	Breytenbach	L L	Mr	Senior Researcher	11,02	56
	Craford	C J	Mr	Manager Management Information	11,02	56
	Snyman	C M	Mrs	Media Co-ordinator/Senior Secretary	29,04	52
	Schmidt	W P J	Mr	Secretary Administration	3,02	33
	Van der Merwe	F C	Mr	Manager Central Complaints Office	12,03	48
GCE	Posthumus	J E	Mrs	Personal Assistant	25,09	55
	Opperman	J L	Mr	Group Communications Manager	5,00	32
	Janse van Rensburg		Mr	Group Communications Manager	13,06	54
	Total Staff				17,06	41
GRP	Moolman	J E	Mrs	Secretary	2,08	32
	Gouws	Y H	Mrs	Senior Secretary	6,01	26
	Prinsloo	W B J	Mr	Gen Man Procurement and Logistics	28,04	51
GRP	Myburgh	G A	Mr	Audit Man Management and Ad-hoc As	19,07	55
	De Lange	J F	Mr	Purchasing Manager	22,09	54
	Van der Westhuizen	E	Mr	Manager Insurance	20,2	55
GRP	Total Staff				5,03	40
					7,02	32
					31,06	51
Radio	Moroka	B T	Mr	Supervisor Advert Maternal Pl	29,02	51
	Gehring	U T	Mr	Manager Production Services	33,00	51
	Ford	E C	Mrs	Specialist Compiler	25,01	43
	Van Huyssteen	D D	Mr	Principal Technologist	30,01	48
	Elworthy	D D	Mr	Senior Technician	13,02	60
	Steyn	M	Mrs	Chief Financial Clerk	10,5	56
	Lessing	T S	Mr	Supervisor Music Programme Administration	24,06	50
	Parker	L	Mrs	Administrative Assistant	3,06	51
	Van Eeden	S M	Mrs	Administrative Assistant	10,06	34
	Van den Bergh	F J	Mr	Supervisor Advertising Production	9,00	29
	Lessing	J M	Mrs	Secretary	22,00	48

Daves	M	Mrs	Senior Clerical Assistant	11,01	59
Badenhorst	R A	Mrs	Senior Secretary	14,03	61
Bredenkamp	J F L	Mrs	Senior Secretary	10,10	29
Williams	J E	Mr	Executive Editor Channel Afric	20,05	55
Hockly	P D C	Mr	Supervisor: Support Services	10,04	53
Bennett	J P	Mr	Principal Announcer/Producer	7,06	52
Daves	R G	Mr	Principal Announcer/Producer	16,04	55
Law	R E	Mr	Principal Announcer/Producer	14,02	60
Holshausen	D P L	Mr	Principal Announcer/Producer	21,00	50
Axford	S C	Mr	Principal Announcer/Producer	11,09	55
Heyer	P B	Mr	Principal Announcer/Producer	11,01	53
Bresler	H C S	Mr	Senior Technical Administrator	19,11	56
Greyling	R H	Mr	Manager of Marketing & Sales	25,06	45
Barker	M S	Mr	Manager Actuality	8,03	62
Masemene	P	Mr	Office Assistant	18,00	54
Boulogne	H E	Mr	Manager of Radio Facilities	36,08	54
Bierman	N J B	Mr	Specialist Announcer/Producer	19,04	60
Swanepoel	A S	Mr	Specialist Announcer/Producer	33,00	54
Liebenberg	C D F	Mr	Specialist Announcer/Producer	28,04	51
Yorke	D R	Mr	Senior Music Composer	5,05	53
Snyman	F W	Mr	Manager Recoveries	20,08	53
Van Eyk	R K	Mr	Field Sales Manager	3,03	47
Cluley	A R O	Mr	Manager Projects & Mentorships	12,05	56
Campbell	G J E	Mr	Audio Journalist	6,06	38
Begg	A A	Mr	Audio Journalist	4,11	30
De Beer	Y	Mr	Gen Man Public Service Radio	28,08	52
Mostert	D	Miss	Chief Clerk	11,01	52
Chapman	M A	Miss	Clerk	5,01	22
Van Schalkwyk	H J	Mr	Organiser Promotions, Production & M	21,00	51
Landman	P H C	Mr	Accountant	3,06	45
Steyn	H J	Mr	Senior Security Officer	7,04	26
Van Zyl	M M P	Mrs	Personal Assistant	10,01	43
Van Heerde	C J	Mrs	Personal Assistant	22,07	53
Denner	H S	Mr	Senior Clerk	21,07	55
Pelser	I V	Mr	Specialist Production Assistant	21,02	44
Meyer	N K	Mrs	Gen Man Western Cape Broadcasting	32,07	58
Davis	P A J	Mrs	Senior Production Assistant	4,03	33
Haworth	A	Mrs	Marketing Executive	1,11	32
Kemp	S D L	Miss	Shift Leader	19,08	57
Shongwe	I C G	Mrs	Sales Executive	10,03	36
Welgemoed	C S	Mrs	Sales Executive	3,04	48
Lourens	J	Mr	Record Librarian	15,09	58
De Jong	L	Mrs	Senior Supervisor	36,01	54
Gouws	G D S	Mrs	Publicity Officer	10,09	54
James-Prest	D J	Mrs	Publicity Officer	8,04	37
Rensburg	D G	Mr	Manager: Human Resources	11,00	38
Du Toit-Venter	B D	Mrs	Man of Marketing & Strategic	8,02	31
Kotze	T P	Mr	Administrative Manager	19,08	53
Swart	E	Mrs	Senior Record Librarian	14,07	38
Bierman	H M	Mr	Manager of Music Productions	30,11	55
Hugo	M	Mr	Senior Journalist	22,09	52
Le Roux	M	Mr	Senior Journalist	17,06	57
Gomes	M	Mrs	Supervisor Media Library	13,02	36
Marx	M	Mrs	Language Assistant	13,09	47
Total Staff					65

Radio.

Division	Surname	Init	Title	Design	Service	Age
TV	Slater	N	Mrs	Costume Store Manager	21,10	56
	Thobejane	M A	Mr	Specialist Script Editor	12,07	38
	Hlatshwayo	C G H	Mr	Specialist Script Editor	13,02	38
	Duvenhage	J G H	Rev	Religion Correspondent	12,08	47
	Masitenyane	E H R	Mr	Executive Producer	23,03	47
	Malambule	P J	Mr	Supervisor TV2, 3	32,00	53
	Goulden	C R	Mr	Principal Technician	5,11	38
	Senokoanyane	E S	Mr	Senior Soundman	14,08	36
	Nyoka	C M	Mr	Senior Soundman	12,08	41
	Louw	J A	Mr	Senior Technician	19,00	53
	Smith	W V	Mr	Mechanical Artisan	11,02	54
	De la Harpe	D A	Mr	Production Editor	27,11	55
	Greshaber	J W	Mr	Senior Sound Mixer	15,06	36
	Hattingh	A M	Mr	Senior Dubbing Assistant	11,09	55
	Ohlangalala	T	Mr	Senior Dubbing Assistant	33,02	60
	Van Loggerenberg	J H	Mr	Prod Entertainment Programmes	26,07	57
	Hoffman	E	Mrs	Secretary	3,01	36
	Van Dyck	J M	Mrs	Secretary	10,05	44
	Langhout	J M	Mrs	Secretary	5,10	47
	Du Plooy	G	Mrs	Senior Secretary	12,04	55
	Kotze	E E	Mrs	Senior Secretary	4,07	54
	Cockrell	M M	Mrs	Senior Secretary	21,00	57
	Van der Merwe	M M	Mrs	Senior Secretary	13,03	56
	Pelser	W J G	Mrs	Senior Secretary	23,03	50
	Kotze	E A	Miss	Senior Secretary	25,09	53
	De Jager	Y	Mrs	Senior Secretary	6,11	49
	Coetzee	A C	Mrs	Senior Secretary	3,07	50
	Verwey	A J L	Mrs	Senior Secretary	12,11	32
	Snyman	G	Mrs	Controller TSA	22,06	45
	Steinmann	R D	Mr	Manager Programme Marketing	14,08	56
	Kern	I H J	Mr	Programme Director TV1	25,08	53
	Pretorius	A L W	Mr	Programme Director CCV TV	29,01	47
	Pieterse	H J M	Mr	Senior Scene Painter	17,00	56
	Olivier	D T C J	Mr	Manager Presentation CCV TV	31,04	54
	Posthumus	M C	Mr	Specialist Transfer Co-ordinator	9,05	33
	Becquelin	W	Mrs	Specialist Model Builder	10,11	57
	Kgamedl	S	Mr	Org. Transl Directing (Nguni Language)	32,10	58
	Mashabela	P P	Mrs	Corporate Affairs Man CCV TV	1,01	41
	Poigeter	P R P	Mr	Manager Support Services	3,01	55
	Graham	A	Mrs	Producer	20,11	54
	Roets	P N J	Mr	Man Management Services TN	29,02	52
	Kganakga	H M	Mr	Senior Producer Dubbing (Sotho Language)	33,02	55
	De Wit	F D	Mr	Senior Manager Sales & Sport Sponsors	13,09	47
	Watson	J M	Mrs	Financial Co-ordinator	13,01	56
	Tolmay	J J	Mr	Executive Manager. Administration (TV D)	36,01	54
	Van der Meer	A H	Mr	Organiser Production	18,03	40
	Venter	M	Mrs	Sales Administration Consultant	21,01	58
	Schoeman	K	Mr	Programme Manager GMSA	10,00	41
	Prinsloo	M D	Mrs	Assistant Producer	5,09	28
	Van Schalkwyk	R	Mr	Administrative Supervisor	13,05	52



Nicholls	B	Mrs	Principal Clerk	22,11	46
Pieterse	E M	Mrs	Principal Clerk	7,01	33
Van Zyl	H M	Mrs	Principal Clerk	22,04	56
Van Schaalkwyk	J	Mr	Principal Clerk	4,06	50
Meyer	E J W	Mrs	Chief Clerk	10,10	49
Zwane	T G	Mr	Principal Script Editor	14,01	55
Mataboge	J M	Mr	Principal Script Editor	11,04	41
Makalemele	R T	Mr	Principal Script Editor	14,08	40
Muller	A F	Mr	National Accounts Manager	3,02	41
Coldwells	B J	Mr	Sales & Marketing Director TV1	21,05	49
Ferreira	K M A	Miss	Producer	12,00	49
Yssel	S	Mrs	Personal Assistant	15,10	44
Campbell	D S	Mr	Senior Clerk	12,04	48
Erasmus	E D	Mrs	Senior Clerk	7,00	40
Lombard	J A	Mr	Senior Storeman	17,09	48
Nkomo	E J	Mr	Senior Producer	10,07	36
Diederiks	D J	Mr	Senior Producer	6,00	31
Gravett	I	Mrs	Synchroniser	6,05	32
Terblanche	R O	Mr	Specialist Journalist	18,03	39
Smit	B	Mr	Specialist Producer	19,00	41
Van der Walt	J H	Mr	Specialist Producer	26,02	51
Chebeletsane	M M	Mr	Specialist Producer	13,04	51
Viljoen	R P	Mr	Specialist Producer	14,00	56
Keyser	G A	Mr	Gen Man Tableau Production Services	33,02	52
Wohlberg	A D	Mrs	Senior Promotions Officer	5,04	33
Saunders	C G	Mr	News Editor Europe	32,08	55
Foure	D C A	Mr	Manager TV-Doc & Afr Magazines	12,02	41
Knox-Grant	R M	Mr	Marketing Director	25,08	53
Maras	P I	Mrs	Editorial Secretary	27,04	59
Niemandt	E	Mrs	Senior Synchroniser	12,00	34
Pistorius	W J	Mr	Senior Journalist	12,01	35
Lambert	R T	Mr	Manager Co-ordination	11,01	57
Total Staff	82				
Total Staff	269				

Number of pupils in each province that could not be placed in any schools

25 Sen A J WILLIAMS asked the Minister of Education +

- (1) How many pupils could not be placed in any schools in each of the provinces as at the latest specified date for which information is available,
- (2) whether he intends taking any steps, in consultation with any provincial departments, in the foreseeable future in order to implement section 32 of the Constitution, if not, why not, if so, what are the relevant details?

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The MINISTER OF EDUCATION

- (1) Such information is expected to be available in a form suitable for publication by June 1995 at the earliest. Delays may be expected in the reporting of provincial education data this year because of the complexity of establishing the new provincial Departments of Education and a new, provincially-based national Education Management Information System
- (2) Section 32 of the Constitution accords every person
  - (a) the right to basic education and equal access to educational institutions,

(b) to instruction in the language of his or her choice where this is reasonably practicable, and

(c) to establish, where practicable, educational institutions based on a common culture, language or religion, provided that there shall be no discrimination on the grounds of race

My Ministry's views on these important provisions are expressed at length in chapter 7 of the White Paper on Education and Training which has been approved by the Government of National Unity and published in the *Government Gazette*

Each of these constitutional provisions imposes obligations of a different kind on the national and provincial governments and on educational institutions respectively, which cannot be summarised adequately in a brief oral reply

Offences reported in the Province of the Northern Cape

37 Sen J SELFFE asked the Minister for Safety and Security

How many cases of (a) murder, (b) culpable homicide, (c) assault with intent to do grievous bodily harm, (d) common assault, (e) rape, (f) robbery, (g) theft of vehicles and cycles, (h) damage to property, (i) housebreaking with intent to steal and theft and (j) possession of drugs were reported at each specified police station in the Province of Northern Cape in 1994?

	Station Hopetown	Station Marydale
(a)	10	5
(b)	6	2
(c)	164	17
(d)	62	43
(e)	17	1
(f)	6	0
(g)	9	2
(h)	42	7
(i)	80	10
(j)	54	5
	Station Pekaia	Station Philippstown
(a)	4	3
(b)	1	1
(c)	101	75
(d)	32	33
(e)	4	2
(f)	6	2
(g)	0	0
(h)	22	3
(i)	17	20
(j)	3	10
	Station Prieska	Station Strydenburg
(a)	8	1
(b)	2	0
(c)	191	31
(d)	85	13
(e)	13	4
(f)	13	1
(g)	7	0
(h)	64	7
(i)	50	7
(j)	38	4
	Station Vanderkloof	Station Barkly West
(a)	1	4
(b)	0	5
(c)	27	115
(d)	19	63
(e)	3	17
(f)	0	6
(g)	0	17
(h)	1	17
(i)	7	25
(j)	9	126
	3	15
	Station Belmont	Station B J Vorster Airport
(a)	0	0
(b)	4	0
(c)	4	0
(d)	4	0
(e)	5	0
(f)	20	0

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The MINISTER FOR SAFETY AND SECURITY

Comments Statistics are only available until November 1994

	Station Bristown	Station De Aar
(a)	1	16
(b)	1	4
(c)	94	418
(d)	52	313
(e)	8	50
(f)	9	37
(g)	4	73
(h)	23	169
(i)	57	236
(j)	19	20



**The DEPUTY MINISTER FOR PROVINCIAL AFFAIRS AND CONSTITUTIONAL DEVELOPMENT**

- (1) If the hon member is referring to constitutional arrangements regarding traditional authorities, the position is as follows: Provincial houses of traditional leaders have been established in four of the six relevant provinces. Two provincial houses, namely in the Eastern Cape and the Northern Transvaal, have not been established yet. Rules in terms of the Council of Traditional Leaders Act, 1994, for the election of representatives to the Council, are not being finalised. The Council of Traditional Leaders will be constituted as soon as an electoral college constituted by the members of the provincial houses of traditional leaders, has elected the members of the Council. In the light of the above I do not intend to make any statement.
- (2) No. The future status of traditional leadership within the new constitutional framework is a matter which is being dealt with by the Constitutional Assembly.
- For written reply*
- Persons employed in full-time capacity in each department/organisational component
- 16 Sen J SELFFE asked the Minister for the Public Service and Administration
- What was the (a) total number of persons employed in a full-time capacity in each (i) department and (ii) organisational component referred to in section 7(1) of the Public Service Act, 1994 (Proclamation No 103 of 1994), as at 31 December 1994 and (b) total amount paid out in remuneration to employees of each such department and organisational component in respect of December 1994?
- S33E

**The MINISTER FOR THE PUBLIC SERVICE AND ADMINISTRATION**

In respect of (a) (i) and (ii) and (b), the following information has been furnished by the various departments, provincial administrations, organisational components and the Education and Culture Services of the ex-Own Affairs Administrations

Department/Provincial Administration/Organisational Component/Education and Culture Service (Ex-Own Affairs Administrations)	The total number of persons employed in a full-time capacity as at 31 December 1994	The total amount paid out in remuneration to employees in respect of December 1994
Department of Agriculture	9 666	28 981 909
Department of Arts, Culture, Science and Technology	381	1 838 596
Department of Constitutional Development	186	1 416 840
Department of Correctional Services	28 898	91 927 622
Department of Education	94 510	388 661 000
Department of Environmental Affairs and Tourism	987	6 209 360
Department of Finance	10 602	35 716 796
Department of Foreign Affairs	1 573	8 333 786
Department of Health	6 227	22 799 998
Department of Home Affairs	4 472	12 870 860
Department of Housing	165	805 316
Department of Justice	14 023	85 667 485
Department of Labour	5 416	33 166 573
Department of Land Affairs	2 052	9 168 063
Department of Mineral and Energy Affairs	596	2 672 650
Department of Public Works	6 239	17 016 956
Department of Sport and Recreation	113	718 000
Department of State Expenditure	983	5 215 811

Department of Trade and Industry	1 049	9 094 387
Department of Transport	1 173	4 958 216
Department of Water Affairs and Forestry	7 053	22 766 497
Department of Welfare	189	1 010 872
National Defence Force	80 848	287 969 000
National Intelligence Agency <sup>1</sup>	177	688 973
Office of the President <sup>2</sup>	447	2 954 289
Office of the Public Service Commission		
Provincial Administration Eastern Cape <sup>3</sup>		
Provincial Administration Eastern Transvaal	27 191	72 994 879
Provincial Administration KwaZulu-Natal	131 235	320 959 857
Provincial Administration Northern Cape	0	0
Provincial Administration Northern Transvaal <sup>4</sup>	89 732	284 506 772
Provincial Administration North-West	146 413	756 957 448
Provincial Administration Orange Free State	38 684	88 185 611
Provincial Administration Pretoria-Witwatersrand-Vereeniging	86 902	191 707 580
Provincial Administration Western Cape	62 777	205 500 061
South African Police Service	115 617	336 829 186
South African Secret Service <sup>1</sup>	44	342 613
Central Economic Advisory Service	544	2 055 926
Central Statistical Service	28	122 521
Office of the Executive Deputy President from the Largest Minority Party	48	323 809
Office for Public Enterprises	27	178 507
South African Communication Service	502	2 312 854
Education and Culture Service (Ex-Administration House of Assembly)	77 106	365 894 630
Education and Culture Service (Ex-Administration House of Delegates)	15 387	70 745 543
Education and Culture Service (Ex-Administration House of Representatives)	11 794	25 278 390

- The relevant information is classified and can therefore not be made available
- These figures include personnel of the Office of the Minister without Portfolio
- Despite numerous attempts, no response could be obtained from the Provincial Administration Eastern Cape
- The relevant figures do not include those of the former TBVC state, Venda

**SABC employees: packages**

23 Sen A E VAN NIEKERK asked the Minister for Posts, Telecommunications and Broadcasting †

Whether the South African Broadcasting Corporation recently offered packages to employees, if so, (a) why, (b) what is the total amount involved and (c) in respect of each such staff member, (i) what is his or her name, (ii) which post did he or she occupy, (iii) how many years of service did he or she complete and (iv) what

training did he or she have?

(260)

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**The MINISTER FOR POSTS, TELECOMMUNICATIONS AND BROADCASTING**

- (a) The SABC must become more cost-effective in order to fulfil its public broadcasting mandate in the new South Africa. This mandate means that

- radio and TV portfolios are changing

Hansford 4/4/95



- provincial broadcasting, especially news and information services, will require additional resources, including staff
- more local television drama at greater cost will be produced
- the Corporation is inevitably facing competition, with a probable reduction in income

Against this background, productivity of resources, and especially that of staff, will have to increase significantly if the Corporation is to deliver a product of value and quality, as it intends

Staff costs, including salaries, are the second largest of the SABC's expenses, but it is the most logical area where greater efficiency could be effected

#### Staff Reduction

Division	Surname	Ini	Title	Design	Service	Age
BCC	Nel	V	Mr	Project Manager	37,01	56
	Loots	J W	Mr	Maintenance Fitter	5,00	42
	Dikgale	M	Mr	Junior Technical Assistant	24,01	58
	Van der Westhuizen	G R	Mrs	Asset Control Officer	12,09	38
	Botha	H M E	Mrs	Secretary	3,06	24
	Fourie	I	Mrs	Secretary	5,09	27
	Burger	D	Mr	Man Accommodation	12,01	38
	Payne	J J	Mr	Supervisor Security Operations	11,06	47
	Van Heerden	P B	Mr	Occupational Safety and Hygiene	13,07	53
	Strydom	H G	Mr	Manager Support Services	29,06	53
	Viljoen	M P	Mr	Man Business Development	19,07	39
	Van Zyl	A J	Mr	Operations Manager Electrical	19,09	45
	Kies	F P	Mr	Specialist Electronic Services	18,06	54
	Van den Berg	J H	Mr	Supervisor Security Operations	14,00	54
	Mans	W A	Mr	Building Supervisor Radio	16,08	52
	Nieuwoudt	C L	Mr	Manager Finance	2,09	34
	Mynhardt	A	Mrs	Clerk	3,01	29
	Van der Walt	M A	Mrs	Senior Clerk	6,00	59
	Muller	J J	Mrs	Senior Clerk	7,05	56
	Van Rooyen	G J	Mr	Shift Leader	20,05	55
	Hiepner	C F	Mr	Principal Security Officer	14,06	56
	De Wit	E M	Mr	Principal Security Officer	12,10	53
	Knoetze	E N	Mrs	Principal Security Officer	12,03	45
	Botes	H J	Mr	Principal Security Officer	10,03	55
	Van Rooyen	H P	Mr	Principal Security Officer	10,11	52
	Moeketsi	M J	Mr	Principal Security Officer	15,00	57
	Bopape	S	Mr	Senior Handyman	7,08	50
	Mosoi	R B	Mr	Senior Handyman	33,06	57
BCC	Total Staff					28

Administrative staff in general provide valuable back-up for staff working directly with the product, and will continue to do so. However, Management and the Board believe that there is room for improvement in efficiency, which justifies a reduction in staff.

The reduction of staff will therefore not affect core output areas such as programme staff and broadcasting related services, except if genuine overstaffing is identified in those areas. The emphasis will therefore be on management posts, administration and overhead functions

(b) Total severance cost (January-March 1995) amounts to R14,6m

(c) Refer attached name list in respect of affected members of staff

Division	Surname	Ini	Title	Design	Service	Age
GCE	Nkamba	T N T	Miss	Manager Corporate Social Inves	3,03	40
	Grabe	J F D L	Mr	Manager External Communication	19,05	54
	Roux	A	Mrs	Manager Internal Communication	3,01	39
	Bredenkamp	E M	Miss	Communications Practitioner	5,00	34
	Van Zyl	A	Mr	Production Ed Group Publications	10,06	52
	Steyn	M	Miss	Communication Assistant	3,07	25
	Vermak	C E	Mrs	Senior Secretary	16,00	47
	Heuns	M E	Mrs	Senior Secretary	12,06	32
	Breytenbach	L L	Mr	Senior Researcher	11,02	56
	Craford	C J	Mr	Manager Management Information		
	Snyman	C M	Mrs	Media Co-ordinator/Senior Secretary	29,04	52
	Schmidt	W P J	Mr	Secretary Administration	3,02	33
	Van der Merwe	F C	Mr	Manager Central Complaints Office	12,03	48
	Posthumus	J E	Mrs	Personal Assistant	25,09	55
	Opperman	J L	Mr	Group Communications Manager	5,00	32
	Janse van Rensburg				13,06	54
GCE	Total Staff			Board Secretary	17,06	41
GRP	Moolman	J E	Mrs	Secretary	2,08	32
	Gouws	Y H	Mrs	Senior Secretary	6,01	26
	Prinsloo	W B J	Mr	Gen Man Procurement and Logistics		
	Myburgh	G A	Mr	Audit Man Management and Ad-hoc As	28,04	51
	De Lange	J F	Mr	Purchasing Manager	19,07	55
	Van der Westhuizen	E	Mr	Manager Insurance	22,09	54
GRP	Total Staff				20,2	55
GRP HR	Ferreira	R	Mrs	Principal Training Officer	5,03	40
	Schoeman	C A	Mrs	Senior Training Officer	7,02	32
	Coetzer	J F	Mr	Manager Technical Training	31,06	51
GRP HR	Total Staff					3
Radio	Moroka	B T	Mr	Supervisor Advert Material Pl	29,02	51
	Gehring	U T	Mr	Manager Production Services	33,00	51
	Ford	E C	Mrs	Specialist Computer	25,01	43
	Van Huyssteen	D	Mr	Principal Technologist	30,01	46
	Elworthy	D D	Mr	Senior Technician	13,02	60
	Steyn	M	Mrs	Chief Financial Clerk	10,5	56
	Lessing	T S	Mr	Supervisor Music Programme	24,06	50
	Parker	L	Mrs	Administrative Assistant	3,06	31
	Van Eeden	S M	Mrs	Administrative Assistant	10,06	54
	Van den Bergh	F J	Mr	Supervisor Advertising Production	9,00	29
	Lessing	J M	Mrs	Secretary	22,00	48

Daves	M	Mrs	Senior Clerical Assistant	11,01	59
Badenhorst	R A	Mrs	Senior Secretary	14,03	61
Bredenkamp	J	Mrs	Senior Secretary	10,10	29
Williams	F F L	Mr	Executive Editor Channel Afric	20,05	55
Hockly	J E	Mr	Supervisor Support Services	10,04	53
Bennett	P D C	Mr	Principal Announcer/Producer	7,06	52
Daves	J P	Mr	Principal Announcer/Producer	16,04	55
Law	R G	Mr	Principal Announcer/Producer	14,02	60
Mphahlele	R P	Mr	Principal Announcer/Producer	21,09	50
Axliard	D P J	Mr	Principal Announcer/Producer	11,09	55
Meyer	S C	Mrs	Principal Announcer/Producer	11,01	53
Bresler	P B	Mr	Senior Technical Administrator	19,11	56
Greyling	H C S	Mr	Manager of Marketing & Sales	25,06	45
Barker	R H	Mr	Manager Actuality	8,03	62
Masemene	M S	Mr	Office Assistant	18,00	54
Boulogne	P	Mr	Manager of Radio Facilities	36,08	54
Bierman	H E	Mr	Specialist Announcer/Producer	19,04	60
Swanepoel	N J B	Mr	Specialist Announcer/Producer	33,00	54
Liebenberg	A S	Mr	Specialist Announcer/Producer	28,04	51
Yorke	C	Mr	Senior Music Compiler	5,05	53
Snyman	D F	Mr	Manager Recoveries	20,08	53
Van Eyk	D R	Mr	Field Sales Manager	3,03	47
Cluley	F W	Mr	Manager Projects & Mentorships	12,05	56
Campbell	R K	Mr	Audio Journalist	6,06	38
Begg	A R O	Mr	Audio Journalist	4,11	30
De Beer	G J E	Mr	Gen Man Public Service Radio	28,08	52
Mostert	A A	Mrs	Chief Clerk	11,01	52
Chapman	Y	Miss	Clerk	5,01	22
Van Schalkwyk	D	Mr	Organiser Promotions, Production & M	21,00	51
Landman	M A	Mrs	Accountant	3,06	45
Steyn	H J	Mr	Senior Security Officer	7,04	26
Van Zyl	P H C	Mrs	Personal Assistant	10,01	43
Van Heerden	H J	Mrs	Personal Assistant	22,07	53
Denner	M M P	Mrs	Senior Clerk	21,07	55
Pelser	C J	Mr	Specialist Production Assistant	21,02	44
Meyer	H S	Mr	Gen Man Western Cape	32,07	58
Davis	I V	Mrs	Broadcasting	4,03	33
Haworth	N K	Mrs	Senior Production Assistant	1,11	32
Kemp	P A J	Mr	Marketing Executive	19,08	57
Shongwe	A	Mrs	Shift Leader	10,03	36
Welgenmoed	S D L	Miss	Sales Executive	3,04	48
Lourens	I	Mrs	Sales Executive	15,09	58
De Jong	C G	Mr	Record Librarian	36,01	54
Gouws	C S	Mr	Senior Supervisor	10,09	54
James-Prest	J	Mrs	Publicity Officer	8,04	37
Janse van Rensburg	L	Mr	Manager Human Resources	11,00	38
Du Toit-Venter	L	Mrs	Man of Marketing & Strategic	8,02	31
Kotze	G D S	Mr	Administrative Manager	19,08	53
Swart	D G	Mr	Senior Record Librarian	14,07	38
Bierman	B D	Mr	Manager of Music Productions	30,11	55
Hugo	T P	Mr	Senior Journalist	22,09	52
Le Roux	D J	Mr	Senior Journalist	17,06	57
Gomes	E	Mrs	Supervisor Media Library	13,02	36
Marx	H M	Mrs	Language Assistant	13,09	47
Total Staff	65				

Radio

Division	Surname	Ini	Title	Design	Service	Age
TV	Slater	N	Mrs	Costume Store Manager	21,10	56
	Thobejane	M A	Mr	Specialist Script Editor	12,07	38
	Hlatshwayo	C G H	Mr	Specialist Script Editor	13,02	38
	Duvenhage	J G H	Rev	Religion Correspondent	12,08	47
	Mastenyane	E H R	Mr	Executive Producer	23,03	47
	Malambule	P J	Mr	Supervisor TV2,3	32,00	53
	Goulden	C R	Mr	Principal Technician	5,11	38
	Senokonyane	E S	Mr	Senior Soundman	14,08	36
	Nyoka	C M	Mr	Senior Soundman	12,08	41
	Louw	J A	Mr	Senior Technician	19,00	53
	Smith	W V	Mr	Mechanical Artisan	11,02	54
	De la Harpe	D A	Mr	Production Editor	27,11	55
	Greshaber	J W	Mr	Senior Sound Mixer	15,06	36
	Hattingh	A M	Mr	Senior Dubbing Assistant	11,09	55
	Ohlangalala	T	Mr	Senior Dubbing Assistant	33,02	60
	Van					
	Loggetenberg	J H	Mr	Prod Entertainment Programmes	26,07	57
	Hoffman	E	Mrs	Secretary	3,01	36
	Van Dyck	J M	Mrs	Secretary	10,05	44
	Langhout	J M	Mrs	Secretary	5,10	47
	Du Plooy	G	Mrs	Senior Secretary	12,04	55
	Kotze	E E	Mrs	Senior Secretary	4,07	54
	Cockrell	M M	Mrs	Senior Secretary	21,00	57
	Van der Merwe	M M	Mrs	Senior Secretary	13,03	56
	Pelser	W J G	Mrs	Senior Secretary	23,03	50
	Kotze	E A	Miss	Senior Secretary	25,09	53
	De Jager	Y	Mrs	Senior Secretary	6,11	49
	Coetsee	A C	Mrs	Senior Secretary	3,07	50
	Verwey	A J L	Mrs	Senior Secretary	12,11	32
	Snyman	G	Mrs	Senior Secretary	12,06	45
	Steinmann	R D	Mr	Manager Programme Marketing	24,08	56
	Kern	I H J	Mr	Programme Director TV1	25,08	53
	Pretorius	A L W	Mr	Programme Director CCV TV	29,01	47
	Pieterse	H J M	Mr	Senior Scene Painter	17,00	56
	Olivier	D T C J	Mr	Manager Presentation CCV TV	31,04	54
	Posthumus	M C	Mr	Specialist Transfer Co-ordinator	9,05	33
	Bequelin	W	Mrs	Specialist Model Builder	10,11	57
	Kgamedl	S	Mr	Org Transl Directing (Nguni Language)	32,10	58
	Mashabela	P P	Mrs	Corporate Affairs Man CCV TV	1,01	41
	Potgieter	P R P	Mr	Manager Support Services	3,01	55
	Graham	A	Mrs	Producer	20,11	54
	Roets	P N J	Mr	Man Management Services TN	29,02	52
	Kganakga	H M	Mr	Senior Producer Dubbing (Sotso Language)	33,02	55
	De Wit	F D	Mr	Senior Manager Sales & Sport Sponsors	13,09	47
	Watson	J M	Mrs	Financial Co-ordinator	13,01	56
	Tolmay	J J	Mr	Executive Manager Administration (TV D)	36,01	54
	Van der Meer	A H	Mr	Organiser Production Administration	18,03	40
	Venter	M	Mrs	Sales Administration Consultant	21,01	58
	Schoeman	K	Mr	Programme Manager GMSA	10,00	41
	Prinsloo	M D	Mrs	Assistant Producer	5,09	28
	Van Schalkwyk	R	Mr	Administrative Supervisor	13,05	52



Nicholls	B	Mrs	Principal Clerk	22,11	46
Pieterse	E M	Mrs	Principal Clerk	7,01	33
Van Zyl	H M	Mrs	Principal Clerk	22,04	56
Van Schalkwyk	J	Mr	Principal Clerk	4,06	50
Meyer	E J W	Mrs	Chief Clerk	10,10	49
Zwane	T G	Mr	Principal Script Editor	14,01	55
Mataboge	J M	Mr	Principal Script Editor	11,04	41
Makgalemele	R T	Mr	Principal Script Editor	14,08	40
Muller	A F	Mr	National Accounts Manager	3,02	41
Coldwells	B J	Mr	Sales & Marketing Director TV1	21,05	49
Ferreira	K M A	Miss	Producer	12,00	49
Yssel	S	Mrs	Personal Assistant	15,10	44
Campbell	D S	Mr	Senior Clerk	12,04	48
Erasmus	E D	Mrs	Senior Clerk	7,00	40
Lombard	J A	Mr	Senior Storeman	17,09	48
Nkomo	E	Mr	Senior Producer	10,07	36
Diederiks	D J	Mr	Senior Producer	6,00	31
Gravett	I	Mrs	Synchroniser	6,05	32
Terblanche	R O	Mr	Specialist Journalist	18,03	39
Smit	B	Mr	Specialist Producer	19,00	41
Van der Walt	J H	Mr	Specialist Producer	26,02	51
Chebeletsane	M M	Mr	Specialist Producer	13,04	51
Viljoen	R P	Mr	Specialist Producer	14,00	56
Keyser	G A	Mr	Gen Man Tableau Production Services	33,02	52
Wohlberg	A D	Mrs	Senior Promotions Officer	5,04	33
Saunders	C G	Mr	News Editor Europe	32,08	55
Foure	D C A	Mr	Manager TV-Doc & Afr Magazines	12,02	41
Knox-Grant	R M	Mr	Marketing Director	25,08	53
Marais	P I	Mrs	Editorial Secretary	27,04	59
Niemandt	E	Mrs	Senior Synchroniser	12,00	34
Pistorius	W J	Mr	Senior Journalist	12,01	35
Lambert	R T	Mr	Manager Co-ordination	11,01	57
Total Staff	82				
TV					
Total Staff	200				

Number of pupils in each province that could not be placed in any schools

25 Sen A J WILLIAMS asked the Minister of Education †

- (1) How many pupils could not be placed in any schools in each of the provinces as at the latest specified date for which information is available,
- (2) whether he intends taking any steps, in consultation with any provincial departments, in the foreseeable future in order to implement section 32 of the Constitution, if not, why not, if so, what are the relevant details?

SS8E

The MINISTER OF EDUCATION

- (1) Such information is expected to be available in a form suitable for publication by June 1995 at the earliest. Delays may be expected in the reporting of provincial education data this year because of the complexity of establishing the new provincial Departments of Education and a new, provincially-based national Education Management Information System
- (2) Section 32 of the Constitution accords every person
  - (a) the right to basic education and equal access to educational institutions,

X

(b) to instruction in the language of his or her choice where this is reasonably practicable, and	Station Hopetown	Station Marydale
	(a) 10 (b) 6 (c) 164 (d) 62 (e) 17 (f) 6 (g) 9 (h) 42 (i) 80 (j) 54	(a) 5 (b) 2 (c) 17 (d) 43 (e) 1 (f) 0 (g) 2 (h) 7 (i) 10 (j) 5
(c) to establish, where practicable, educational institutions based on a common culture, language or religion, provided that there shall be no discrimination on the grounds of race	Station Petrusville	Station Philipstown
	(a) 4 (b) 1 (c) 101 (d) 32 (e) 4 (f) 6 (g) 0 (h) 22 (i) 17 (j) 3	(a) 3 (b) 1 (c) 75 (d) 33 (e) 2 (f) 2 (g) 0 (h) 3 (i) 20 (j) 10

Offences reported in the Province of the Northern Cape

37 Sen J SELFEE asked the Minister for Safety and Security

How many cases of (a) murder, (b) culpable homicide, (c) assault with intent to do grievous bodily harm, (d) common assault, (e) rape, (f) robbery, (g) theft of vehicles and cycles, (h) damage to property, (i) housebreaking with intent to steal and theft and (j) possession of drugs were reported at each specified police station in the Province of Northern Cape in 1994?

The MINISTER FOR SAFETY AND SECURITY	Station Vanderkloof	Station Strydenburg
	(a) 1 (b) 0 (c) 27 (d) 19 (e) 3 (f) 0 (g) 1 (h) 7 (i) 9 (j) 3	(a) 1 (b) 0 (c) 31 (d) 13 (e) 4 (f) 1 (g) 0 (h) 7 (i) 4 (j) 6
Comments Statistics are only available until November 1994	Station Bristown	Station Barkly West
	(a) 1 (b) 1 (c) 94 (d) 52 (e) 8 (f) 9 (g) 4 (h) 23 (i) 57 (j) 19	(a) 4 (b) 5 (c) 115 (d) 63 (e) 17 (f) 6 (g) 17 (h) 25 (i) 126 (j) 15
Station De Aar	Station Belmont	Station B J Vorster Airport
	(a) 16 (b) 4 (c) 418 (d) 313 (e) 50 (f) 37 (g) 73 (h) 169 (i) 236 (j) 20	(a) 0 (b) 4 (c) 4 (d) 5

ARG 4/4/95

# Iscor offer a winner

260

ISCOR has achieved a 96,95 percent acceptance rate for its rights offer of 344 531 002 ordinary shares at 380c a share, to raise R1,3 billion for the funding of new projects.

Iscor executive director (finance) Louis van Niekerk attributed the success to the long lead time, the company's improved profit and cashflow performances and the preparatory work Iscor had done in the international capital markets.

"We communicated with our shareholders all along the way and see this success as a direct result of improved performance and transparency about our plans and projects," Mr Van Niekerk said in a statement.

Only R39,9 million of the offer would be taken up by risk underwriters Genbel Investments and their sub-underwriters

Mr Van Niekerk said a large

portion of the R1,3 billion would be used to finance Iscor's 50 percent shareholding in Saldanha Steel

Other projects included converting Pretoria works to a stainless steel operation, integrating Tosa Seamless Tubes into the Vereeniging Works, restoring Iscor Refractories to acceptable profitability levels and the Microsteel stainless steel project in Durban.

■ Trailer company Venter Leisure lifted profits by 46 percent to R3,8 million in the year to December, with directors forecasting more growth in the current year

A dividend of 2c has been declared, covered 3,7 times.

Chairman Michael Katcs, who took over last year after a long dispute with former chairman Pienkes du Plessis, said the profit levels achieved in the group's

first year as a public company were not sustainable

Ventel listed in 1992 and reported profits of R10,6 million in the first year

Mr Katcs said the reasons why profits could not be sustained at this level were the subject of legal claims against the original owners of the business. Ventel was sold by former owner Jasper Venter to a consortium headed by Mr Katcs in 1991.

■ Real Africa Holdings has increased its stake in Oceana Fishing Group from 13 percent to 21 percent, for a cash payment of R24,3 million

■ Perskor boosted attributable profit 23 percent to R21 million in the six months to December, on the back of an 11 percent rise in turnover. The interim dividend is up 2c to 18c. — Business Staff, Sapa

# R14,6 million paid to 200 axed in SABC shake-up

Political Correspondent (260)

SEVERANCE pay for 200 South African Broadcasting Corporation staff axed between January and March cost R14,6 million.

Minister of Posts, Telecommunications and Broadcasting Pallo Jordan disclosed this in the senate yesterday.

He said the SABC had to become cost-effective and staff costs were the second largest of the corporation's expenses.

The emphasis in staff cuts was in management posts, administration and "overhead functions", Dr Jordan said.

The corporation had to become

cost-effective to fulfil its mandate as a public broadcaster in the new South Africa. 11/1/21

This mandate meant that radio and television portfolios were changing.

Provincial broadcasting, especially news and information services, would require additional resources, including staff.

More local television drama, at greater cost, would be produced.

The 200 axed included fitters, security officers, handymen, secretaries, training officers, announcers, producers and journalists.



WEDNESDAY  
MARCH 5, 1995 ★

## SABC has cut staff by 200 (260)

THE SABC has retrenched 200 members of staff this year at a cost of R14,6 million, the Minister of Posts, Telecommunications and Broadcasting, Dr Pallo Jordan, said yesterday.

"The SABC must become cost-effective to fulfil its public broadcasting mandate in South Africa," he said in reply to a question tabled in Parliament by Senator Adnaan van Niekerk (NP).

This meant radio and TV portfolios were changing, provincial broadcasting would require additional resources, more local television drama at greater cost would be produced, and the corporation was "inevitably facing competition, with a probable reduction in income".

Sixty-five SABC radio staff had been retrenched and 82 television staff, Mr. Jordan said. — Political Staff

## Broadcast amendment is opposed

CAPE TOWN — The power granted to the Independent Broadcasting Authority (IBA) to alter the licences of broadcasters who operated before the IBA was constituted was opposed by most parties yesterday.

Speaking during the second reading of the IBA Amendment Bill, Posts, Telecommunication and Broadcasting Minister Pallo Jordan said these "grandfathered" licences had been criticised by aspirant broadcasters because they were unfair. (260)

The IBA amendments empower the authority to modify existing licences to bring them in line with the conditions now applying to new broadcasters.

Jordan said he had the assurance of the IBA council that if these rights were exercised it would not be without affording affected parties an opportunity to make representations.

But the IFP, the NP and the DP opposed breaking the agreement.

IFP spokesman Suzanne Vos said her party could not support tampering with grandfathered licences, which had resulted from a negotiated and honourable agreement. (BOS/4/95)

DP spokesman Gene Smuts said the clauses assured existing broadcasters of commercial certainty in an expensive sector and the DP was therefore opposed to the amendments.

Radio 702 MD Stan Katz said, however, it was a false premise that a public service broadcaster should play a leading role.

A public service broadcaster should be funded by the state and made to compete fairly against tax-paying private sector broadcasters, he said.

As far as proposed local content quotas were concerned, the responsibility for the development of SA music rested primarily with the recording industry, not with broadcasters, he said. — Sapa

● Attack after school outing

# SABC urged to cater for all minorities

(260) Sowetan 6/4/95  
 ■ **PROPOSED POLICY** Could 'further stigmatise people and prolong tribalism':

**U**NEQUAL USE OF THE 11 official languages in radio and television broadcasts was "a social time bomb", the Committee for the Representation of Marginalised Languages on National Media told an Independent Broadcasting Authority hearing in Johannesburg yesterday.

Committee spokesman Mr Bernard Khoza said broadcasters should consider the concerns and views of all South Africans, including those speaking "minority languages" such as Xitsonga, Tshivenda, Isindebele and Siswati.

He said the SABC's proposed policy of regional broadcasts in minor official languages was tantamount to "re-homelandisation".

Regionalisation might "further stigmatise people" and perpetuate tribalism.

"This may lead to the rise of ethnic demagogues among the people who speak marginalised languages, unleashing extreme forms of ethnic chauvinism which may result in unwanted ethnic clashes," Khoza said.

Marginalising some languages at the expense of others was unconstitutional and would lead to the exclusion of various communities from the task of nation build-

ing. "Nation building will have to involve, among other things, the eradication of 'homeland' and 'own affairs' mentalities."

Khoza said public broadcasters had a responsibility to provide equal services to all language groups, regardless of cost, and should avoid categorising or grading languages in terms of "hidden agendas".

The committee proposed a bigger allocation of public broadcasting funds to "historically neglected" languages, the creation of regional broadcasting services and greater representation for marginalised language groups on the SABC board.

Khoza said the SABC had so far made only "cosmetic changes" to its broadcasting policy. It seemed some people within the SABC were resistant to change and bent on undermining "the democratic process".

"That's a recipe for disaster."

IBA co-chairman Dr Sibeletso Makone-Matabane said the IBA supported greater use of marginalised languages, but equal broadcasting time for all 11 official languages would be hard to achieve.

She said the IBA's final report on proposed changes to broadcasting policy would be submitted to parliament this year.

Sapa



(260) (83)

# Sasol task force appeals for input

BY ROSS HERBERT

STAFF WRITER

A task force appointed to review state subsidies for Sasol's synthetic fuel operations wants interested parties to comment as soon as possible

The project committee of the Liquid Fuels Task Force has appointed accounting firm Arthur Andersen (AA) to conduct the investigation, and submit recommendations by May 19. AA wants public comment submitted by April 19.

"We are keen that as many people as possible let their views be known," John Lisle, AA's manager in charge of the project, said yesterday. He conceded that two to three weeks for doing so was "not ideal."

AA partner John Donnelly said the aim was to establish whether the industry needed to be protected, and if so, by what means. The team would investigate whether the production of synthetic fuel was being cross-subsidised by other Sasol operations.

# Petition SABC

## over changes

(260) CT 7/4/95

PEOPLE who are unhappy with the "change of character" in the English Radio Service and certain television programmes were advised yesterday by Stellenbosch MP Mrs Melanie Verwoerd to petition the SABC and the Minister of Broadcasting, Dr Pallo Jordan.

Mrs Verwoerd, an ANC MP who is married to Mr Wilhelm Verwoerd — grandson of the "architect of apartheid" Dr Hendrik Verwoerd — was addressing the Institute of Citizenship on new-style governance in the city yesterday.

The audience complained of changes in the English Service's character as well as an "insulting, absolutely shocking and deeply offensive" Agenda programme in which presenter Max du Preez suggested the Afrikaans Taal Monument be turned into an amusement park. She advised them to petition the SABC and Dr Jordan.

Mrs Verwoerd said the government did not wish to interfere with the content of media programmes or the freedom of the press, but acknowledged that the interests of minority groups, including those opposed to the changes in the English Service, should be protected by the new government. — Staff Reporter

SABC (260) FM 7/4/95  
**The king is dead**

**Former CE** Wynand Harmse left the SABC at the end of September — the day Auckland Park's auditors closed their balance sheets for the 1994 financial year. Though the annual report appears in the reign of his successor, Zwelakhe Sisulu,



**Sisulu** changing the corporation's revenue mix

Harmse left a fine legacy: a R106m profit, 15% up on the previous year, which generated a R78m cash flow surplus.

Total operating expenditure increased by 16,7%, including R35m spent over and above normal operating levels on broadcasting the elections.

Both Sisulu and chairman Ivy Matsepe-Casaburri, who wrote the foreword to the report, say that despite promises by the previous interim government, requests for financial assistance have been ignored. Group financial GM Steve Schubach says "we cannot afford to carry the local government elections this year without government funding."

Helping to balance the books will be this year's retrenchment packages offered to senior staff. Sisulu and Schubach have calculated that these will save R37m this book year and R73m in 1996, confirming the SABC's statement to the Independent Broadcasting Authority that a leaner SABC could save approximately R73m in salaries based on an average R100 000 annual salary to the 730 staff to be retrenched.

Of the 730, 260 had already left in March or had their retirement packages approved.

Auckland Park still faces the problem of incorporating 1 200 staffers from the former TBVC broadcasting services. A report and proposals on this matter to Broadcasting Minister Pallo Jordan proposes that government meet the cost of this.

"The funding mix of the SABC as a public broadcaster is likely to change substantially from the pattern of the past decade," says Sisulu.

He says the preferred future funding option implies that income will be sourced as follows: advertising 50%, licence fees 25%, other 10% and State funding 15%. This presupposes decreased dependency on advertising revenue (currently 74% of the total), an increase in licence revenue (20%) through more effective collection methods and an increase in other revenue. While the 15% government subsidy is not a certainty, the SABC is adamant that to be transformed into the public broadcaster, government will have to foot part of its bill. At Auckland Park it is expected this will result in decreased advertising revenue.

Says Schubach "Our finances are holding up very well in the circumstances, but we can expect tremendous pressure on advertising revenue. There are huge demands for capital expenditure and the removal of imbalances between services. This all points to added operating costs" ■



BROADCASTING

(260) FM 7/4/95

# The new imperialism

**The aim** of language is to convey an idea as exactly as possible from one mind to another. It is the duty of a national broadcaster to remove whatever obstacles there may be to attaining this clarity. The SABC appears to have achieved the reverse with national English radio.

Apparently the Australian and Canadian consultants who were engaged by the SABC to advise them on how to improve an SA radio station (talk of colonialism!) were of the opinion that Radio SA (now the awkwardly named SAfm) sounded like the BBC of the Fifties. It is not clear what they meant by this. Perhaps they were referring to the rounded accents of competent broadcasters like Christopher Bennett, Paddy O'Byrne and Rodney Trudgeon.

Accent can be a difficulty. In England, even after more than half a century of standardised usage on national radio, there remain strong regional variations in accent — some so extreme that they occasionally constitute a separate dialect. It is entirely possible, for instance, that if a conversation was attempted between a Cornishman from the deep south-west and a Geordie from the north, they would hardly be able to understand each other.

But the Cornishman and the Geordie will both readily understand the standard English used by presenters on national BBC radio. Neither will feel insulted by vocabulary, accents and inflexions that are not common in their region, indeed, they doubtless understand the need for a standard English that enables the nation to talk to itself. The importance of a standard accent lies not in snob appeal but in commonsense.

Other inadequacies are far more serious. Grammar is important, not because of some ancient colonial whim but because poor grammar results in poor communication. Vocabulary — its volume and degree of sophistication — is crucial if a decent intellectual level is to be maintained on discussion programmes. Idiomatic usage, which adds colour and excitement to the language, is in danger of being discarded if one broadcaster cannot understand the references made by another — which has resulted in irritation and humiliation on SAfm.

It is not that the new broadcasters on SAfm speak English with an accent, nor that they are black. The problem is twofold: too many of them (but certainly not all) are ill at ease in the language and therefore unable to do justice to their programmes or their own personalities, and the listener has the overwhelming sense that he is being bullied and nannied.

Let's not pretend that the old Radio SA was perfect. Some of its programmes were tired — and some of the broadcasters sounded tired. There was

room for change, as there always is. But why did the change have to be so radical — and in some aspects ill-advised, as has already been admitted by SABC radio boss Govin Reddy? It seems that a political agenda was paramount.

The effect has been to alienate a traditional audience without guaranteeing a new one. Reddy has said that the 400 000 listenership for the old Radio SA can be doubled by SAfm. But that 400 000 represented a clearly defined market — on the older side, certainly, but consisting of educated people, many of them professionals or in positions of influence in society, accepted by advertisers as affluent with disposable income. Their crime is that they tend to be over 50, most of them are white and they constitute something of an elite.

The obvious course would have been to try to broaden this elite to include other educated users of English who had previously been excluded by cultural apartheid. Instead, as the sustained outrage in newspaper columns indicates, Reddy and his minions are steadily destroying this elite of listeners, driving them away from the radio to TV or to recorded music on their CDs and car tapes.

Even if the present listenership could be retained, where would the new ones come from? Radio SA's 414 000 daily listeners are referred to dismissively by Reddy but fewer tune in each day to Radio 702 (371 000), Highveld Stereo (327 000), Radio Port Natal (227 000) and Jacaranda (385 000).

Admittedly, these are all regional broadcasters but they are competitors for advertising. Other national stations have much bigger daily listenerships than SAfm — Afrikaans Stereo (795 000), 5FM (935 000) and Radio Metro (a phenomenal 2,1m) — but the first caters to Afrikaans-speakers, the second offers pop music to young people and the third caters to English-speaking urban blacks (and sounds more fake-American in style than Radio SA ever sounded English).

None of these stations has much to offer mature, educated, English-speakers of all races — and this group, alone of all cultural groups in the country, now has no radio station it can identify with.

From where does Reddy think he will attract his extra 400 000 listeners? Not from the pop stations, nor the specialist black-language stations like Radio Zulu, nor the loyal followings enjoyed by Radio 702 in Gauteng and by the SABC's regional stations in the major centres.

The new radio station shows signs of imminent commercial implosion, having alienated its old listeners without knowing where new ones will come from. ■



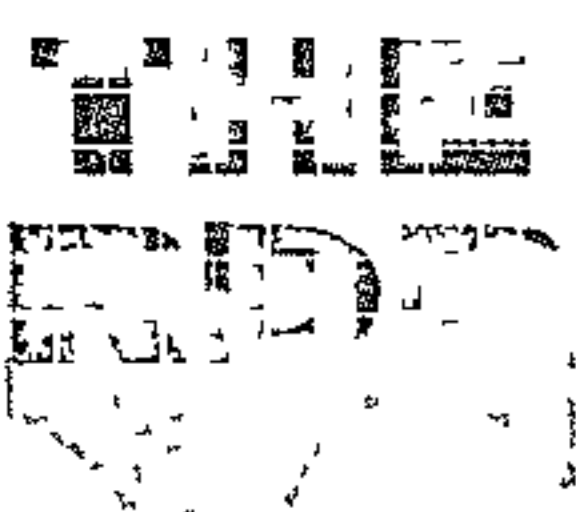


STATE OF THE RDP

~~29~~ FM 7/4/95

# Modesty is its virtue

The sensible projects depend on payment by the consumers



It would be a mistake to dismiss the Reconstruction & Development Programme (RDP) because it has so far failed to match the politicians' extravagant promises. In that sense, it was always

doomed to fall short and disappoint.

If the RDP had managed in 12 months to deliver 50 000 houses, a jobs boom and free schooling, alarm bells would be ringing. It would have been a gigantic capital works programme forced through for immediate political gain regardless of sustainability. That would have been foolhardy as the inflationary consequences of such consummate Keynesianism would have been dire.

In one sense it remains a danger. In another, the funding of the RDP from other departmental votes has given it a vocal role in helping to keep government focused on fiscal discipline. RDP Minister Jay Naidoo remarked in the Budget debate: "We don't want to end up like Mexico, which is in serious trouble economically because it was financing growth and consumption through short-term borrowing."

But a government's achievements, not only its good intentions, must be assessed periodically. In drawing up an RDP scoreboard, we must look at two aspects: What has actually been achieved? And what is likely to be achieved through sound vision and sensible planning?

The single substantial achievement — and virtually the only concrete one — has been the setting up of a primary school nutrition programme, at a cost of R475m last year (slightly more this year). The programme is said to have reached almost 5.5m children by end-January 1995 — 95% of the estimated target, despite the lack of planning time (100 days after the presidential inauguration) and a staff shortage. It provides a peanut butter sandwich or 25% of a child's daily nutritional requirement.

One of the most important RDP undertakings is the provision of drinking water to remote rural communities

The Department of Water Affairs has earmarked 12 regions, four of which have already started work or are about to start. A key concept here is that water is never provided free — even the poorest communities are expected to pay something.

When completed, the R200m water project should provide clean water, to international access standards, to more than 1.4m people in several hundred settlements around SA. Departmental officials and the commercial water boards like Umgeni Water have worked closely on the planning.

But the most important distinction between this and previous similar projects, says co-ordinator Hugh Sussens, is the extent of community involvement. Past water-provision programmes have been racked with problems, from illegal connections to outright sabotage. What's more, in many homeland regions clients were not expected to pay for their water.

The RDP is determined to end such practices. So far, all 12 regions have been brought into agreements with provincial authorities to pay connection, implementation and maintenance costs. Each region has appointed its own steering committee to represent its community. "Once they are set up, they do everything," says Sussens. "We just act as observers and try to stand back as much as possible."

Water provision seems to be in good

hands, allied with Eskom's electrification programme — which also depends on consumer payments — the outcome will have beneficial effects on the economy.

Health is a crucial RDP area — and the one that seems most likely to go wrong. Nearly all the R25m set aside for clinics last year has been allocated for 170 specific health-care centres across the country. Some officials estimate that 2 000 clinics are now needed countrywide to meet present population needs. A further R65m will be divided this year among the nine provinces, for upgrading of existing clinics and for new facilities. In each case, local communities are involved in developing the business plans and costing arrangements.

Much detailed planning has gone into this but the suspicion remains that there is too much idealism.

A major problem will be the staffing of these hundreds of clinics, most of them in rural areas. Doctors and nurses are unwilling to move into remote areas, where there are rarely adequate schools or attractive jobs for their spouses. The situation is bad enough in some city-based hospitals such as Johannesburg or Baragwanath.

Meanwhile, R166m has been drawn away from the budgets of the seven academic hospitals — which serve an important primary, low-cost health care function — and redirected to equipping and running the new clinics through provincial health departments.

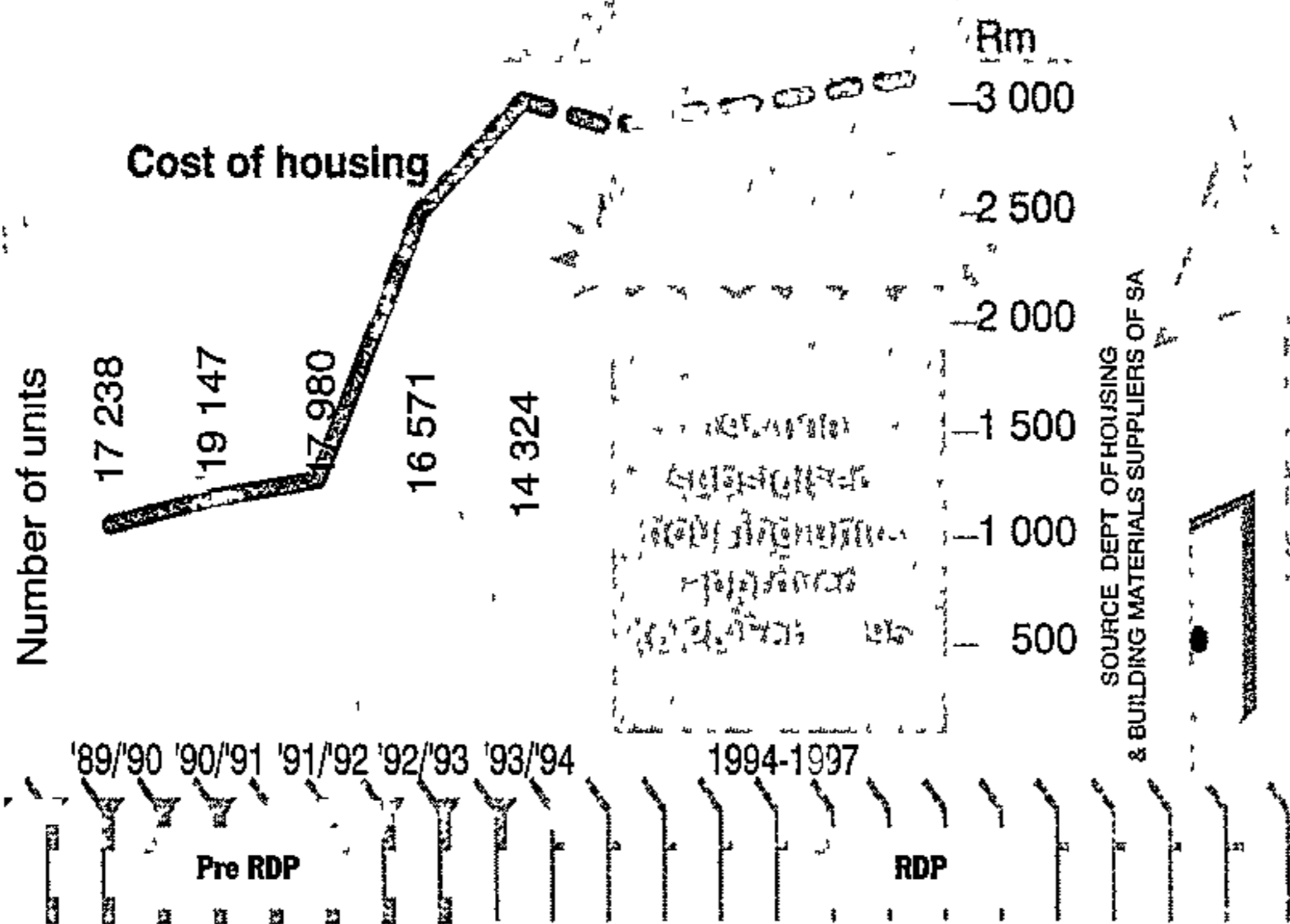
At least the approach is now nationally co-ordinated. Says programme manager Dr Tim Wilson: "One of the most important contributions of the RDP fund has been to provide the stimulus for co-ordinating the fragmented clinic building programmes of the past into a single co-ordinated programme." But it is not clear how the clinics are to be staffed. Surely this question must receive a solid answer before building operations begin?

If confused priorities are one problem, red tape is another. The Aids Awareness & Prevention Campaign is one example of an RDP programme that could not get started last year because of excessive red tape. One of 22 Presidential Lead Projects established to kick-start the RDP, the R22m Aids

continued on page 27

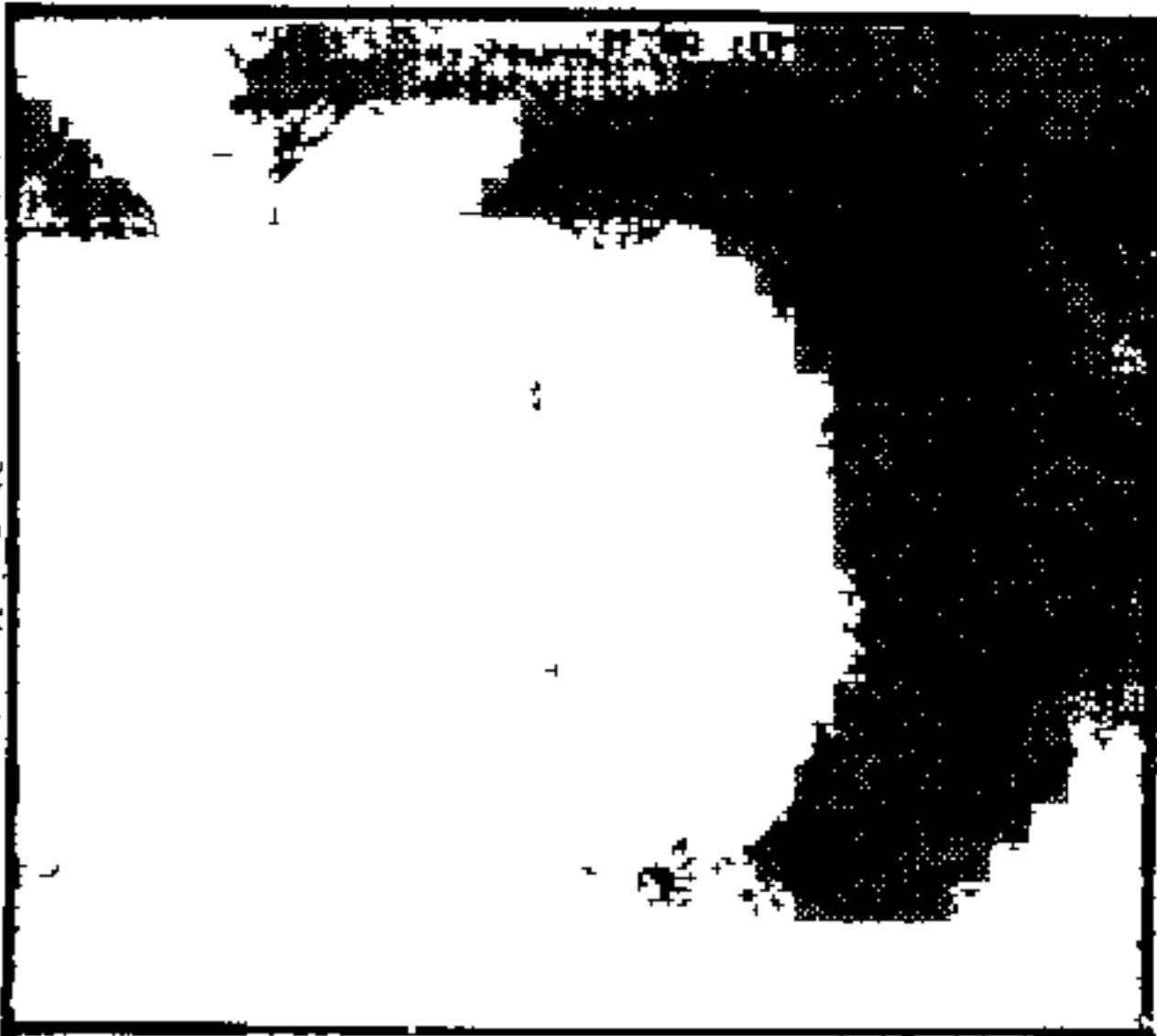
## THROUGH THE RDP

How RDP commitments will boost low-income housing





# Cape's new HSRC head puts community first



Rachel Prinsloo's firsthand experience.

**SABATA NGCAL**  
Staff Reporter

IT took long hard years for a humble girl from the dusty streets of Johannesburg's Bosmont coloured township to rise to prominence

But Rachel Prinsloo, the new head of the Cape regional office of the Human Science Research Council, has done just that

Mrs Prinsloo is a woman with community needs at heart, and concedes that her community involvement has been a result of her own first-hand experience of township life

This senior lecturer in psychology at the University of the Western Cape has been involved in community development for 20 years

She trained as a research psychologist, and completed her internship in community psychology

"I believe the transition we are going through demands us to empower individuals and organisations, to make them feel part of the process," Mrs Prinsloo said

Her new appointment would give her time to contribute to wards research capacity-building in the region

Mrs Prinsloo is expected to join the HSRC by the middle of the month

She said she was joining the HSRC at an "exciting time" when it was undergoing change

She would work hard to make sure the HSRC was people-oriented

"It will identify research programmes to help communities to solve their problems," Mrs Prinsloo said

Mrs Prinsloo has been involved in a number of community projects and non-governmental organisations which look at supporting and counselling various communities

"We introduced programmes on anti-racism, anti-sexism and a range of life skills," she said

These included youth development programmes and building the skills of day pre-school educators  
workers  
They taught workers, among other things, child psychology The

aim of the exercise was to create a broad framework to share knowledge with the community

Mrs Prinsloo is currently registered for her psychology doctorate at the University of the Western Cape

She has been lecturing in psychology since 1983 and since 1986 at UWC In her academic capacity she has been responsible for developing an academic development programme at undergraduate level  
1929 10/4/95

Other achievements include the establishment of postgraduate courses in community psychology

Mrs Prinsloo is the current president of the recently launched Psychology Society of South Africa



## TBVC radio riddle 'not easily solved'

KING WILLIAM'S TOWN

— Incorporating the radio stations of the former TBVC states into the SABC would not solve the problems which were surrounding these stations, Posts, Telecommunications and Broadcasting Minister Pallo Jordan said yesterday.

His ministry was still studying a task group report on the subject, he told a news conference in King William's Town.

This still confidential re-

Own Correspondent

port would form the basis of the recommendations his ministry would submit to the Independent Broadcasting Authority.

Jordan said that if stations were to be incorporated, staff could not be employed on different salary scales or benefit packages.

His ministry also hoped to set up a regulatory body for telecommunications in

SA, he said.

Jordan said he was confident the process of integrating postal and integration services would speed up soon.

The Minister yesterday also met Eastern Cape premier Raymond Mhlaba and Ciskei postmaster-general Wakeford Kalimashe.

He is due to visit Umtata today after opening a post office in Keiskammahoe to hold talks with post office and broadcasting executives there.

# Broadcaster in call for forced local music

THE public broadcasting service should be forced to increase its local music content to 60% by 1996/97, National Community Radio Forum co-ordinator Lumko Mtimde told the Independent Broadcasting Authority (IBA) yesterday. (260)

The Independent Broadcasting Authority Act was intended to protect SA's national and regional identities and cultures, irrespective of whether broadcasters were commercial, community or public, Mtimde said at the IBA's triple inquiry into public broadcasting, local content and cross-media ownership.

But consultant Pietie Lotriet said

INGRID SALGADO

that if a local content minimum percentage was introduced, and at the same time the local music industry produced below this minimum, the public would hear music which was sub-standard, unfashionable, repeats and out of format. 60/12/4/95

Formatted stations included classical, religious, adult contemporary, golden oldie, ethnic and easy listening music.

Lotriet said a global music percentage of even 50% was unrealistic and unattainable

The IBA should consider a phased-

in approach to local content.

Mtimde said the forum welcomed the SABC's commitment to increase its local content since local programming was the primary public benefit derived from the airwaves.

However, there was "a strong resisting force" within the SABC which was frustrating transformation of the public broadcaster

He said local content policy "should not mean that we are arguing for isolation of our culture from the international community; rather it should be clear that this is within the context of affirmative action"

The triple inquiry continues today.

NEWS FEATURE *Education SABC's fundamental RD*

# SABC at centre of changes in SA

By Tyrone August

## ■ INFORMATION POWER *The*

*people's communication forum:*

**T**HERE has been a series of major transformations in the country over the last few years. In many ways, the South African Broadcasting Corporation is at the centre of these changes.

"A public service broadcaster like the SABC is the national forum for communication," says Mr David Niddrie of the SABC's Strategic Planning Unit.

"It's the channel through which South Africans speak to each other, meet each other, learn about each other."

Mr Ken Modise, a communications adviser to the SABC, adds "People must have access to information so they can contribute to life in society."

"Information is power. If people don't know what's going on, they cannot communicate, they cannot partake in society."

Education is, therefore, a priority for the new SABC. "There is quite a variety of RDP projects, and education is a fundamental one," says Modise.

But, he stresses, this will not be done in a dull and dry way. "One of the biggest mistakes and fears people have is that all we're going to give is documentaries."

"We will inform, we will enlighten — but we'll still entertain. You can reflect South Africa to itself in an entertaining way. However, there will obviously be hard-core education."

The content of the SABC will also start changing in other ways. Says Modise "South Africa reflects America to South Africans."

### Other repercussions

"What is South Africa going to do to reflect South Africa to itself? Local content is a big part of that. Our target is an incremental change to 60 percent local content in three years." This will have other repercussions within the SABC as well. "It's a very strong argument for increasing local productions and for affirmative action," says Niddrie.

"South Africa has reflected America and white South Africa to itself, by and large because SABC has been white. SABC is about 65 percent white now."

"The ability to reflect a lot of South Africa's cultural and political realities is dependent on an ability to recognise those realities. An exclusively white or uncultural public broadcaster couldn't do that. The SABC has to reflect society in the composition of its staff."

"People must recognise themselves and identify with what they're seeing on television. So obviously there's going to be a strong drive to South Africanisation."

These changes, of course, extend to the SABC's coverage of local art and culture. "South Africa has an incredibly



**SABC chairman Dr Ivy Matsepe-Casaburri. The SABC is determined to forge ahead with its new vision.**

rich artistic community of international quality. "But, because it's ours, it is regarded as second-best. We need to recognise that people like Hugh Masekela are not just good local trumpeters, but are among the best in the world." A greater shift to regional news is also planned. The SABC is preparing for this by setting up transmitters in areas not reached adequately before.

"Really local news is what people need, what will affect their day-to-day lives," says Modise. "Otherwise people will leave the minute they have a choice."

"People should watch the SABC because they love to watch it, not because it is the only thing available."

Niddrie further explains "A very gruesome accident in Johannesburg is always going to make it on to TV1. Yet it's about as meaningful to someone in Ulundi as an accident in New York."

### No material effect

"It's a long way away, and it has no material effect. But things are happening around them which affect them directly, and it's the SABC's job to ensure they know about them."

The SABC is revising its language policy to serve all the regions effectively. "SABC policy is that all official languages will be treated equitably," says Modise.

"On radio, one can address it in a very practical way, but television is where the challenge lies. We have three channels, and resources don't permit us to go further than that."

Niddrie adds "This means the expansion of transmitter networks, particu-

larly to expand the language-based full spectrum services.

"So that Radio Tswana, for example, is accessible to all people who speak Setswana. We're trying to recognise the reality of language, but break away from the homeland concept."

Modise says "The whole objective is that Radio Tswana, for example, should be accessible to all people who speak Setswana as a first language."

"It shouldn't be limited — that if you're a Tswana-speaking you must live in a Tswana-speaking area receive to Setswana."

The SABC gradually hopes to introduce transmitter splits so that people start getting national news in a language of their choice and local news on a station of their choice.

The SABC targets the local government elections in November for these transmissions.

But, while reflecting the broader changes, the SABC is also undergoing its own set of changes. Finding new sources of funding is an example.

Niddrie says "We had to acknowledge that the SABC's dominance of adspend had to end, and start looking at other ways of maintaining what we have to do as a public broadcaster."

### Sources of revenue

"We suggested placing a cap of between 50 and 55 percent of our total revenue on advertising, and finding other sources of revenue."

Options include increasing licensing fees, programme sales and other forms of revenue. But the SABC will still need Government funding in some areas.

"Very specifically, we're looking at education," says Niddrie. "We're talking about a couple of hundred million."

The SABC is also trying to cut off some of its fat. It will soon embark on a redundancy programme to reduce the proportion of its administrative and managerial personnel.

Says Modise "We're in the business of broadcasting, and the whole focus of our resources should be geared towards doing that." There is still a long road ahead. So far the journey has been fraught with problems. The SABC has drawn flak from many quarters, ranging from local musicians to ex-Radio SA listeners.

"But it is determined to forge ahead with its new vision, in line with the broader changes taking place in society. We definitely don't have all the answers," Modise candidly says.

"There will be hiccups, but we will endeavour to get the answers as we go."



# Eskom growth buoyant — good news for all SA

SPW 13/4/95 (260)

■ BY JOHN SPIRA  
BUSINESS EDITOR

Eskom's volume flow, probably the most reliable of all economic indicators, is buoyant, suggesting that heightened levels of growth are being achieved by the South African economy.

Allen Morgan, chief executive of the world's fifth-largest electricity utility, says Eskom's volumes for the first quarter of 1995 was 5,1% ahead of the same period last year, thanks to growing demand from industry and commerce

And demand for electricity from new connections in industry is a massive 60% up on last year

"It's a performance which should be viewed against the background of a depressed mining sector. The gold mining industry is one of our biggest customers. A decline in offtake by the gold mines has, however, been largely offset by increased demand from ferrous metals and coal."

Nor, Morgan stresses, should it be assumed that some of the increase in demand was ascribable to Alusaf, since that company's huge expansion has yet to come on tiring rising revenues because of



Allen Morgan, Eskom CE

stream. When fully operational, Alusaf will account for a meaningful proportion of Eskom's volumes.

Further: "What often happens is that we get higher volumes without necessarily get the nature of the load. This year, however, we've experienced heartening growth in both volumes and revenues."

Accordingly, says Morgan, if he had to project GDP growth, he would certainly be looking at a minimum of 3%.

"Our barometer is that we tend to grow between 1,5 and 2% above GDP, implying that

economic growth of 3% is distinctly possible. Indeed, I believe it has the potential to exceed that figure, because we haven't yet felt the impact of any RDP spending."

At the same time, Morgan warns that labour disruptions could upset such a prediction.

"Labour problems, should they continue, will impact negatively not only economic growth but also on confidence. Business won't want to expand production and increase employment if it adds to the burden of labour difficulties."

This fly in the ointment aside, Morgan is optimistic, especially since Eskom is coming off a high 1994 base.

"Last year we estimated growth of 0,3% and landed up with 2,2%. Coming off that high base, we were conservative in our growth estimates for 1995. Right now, it looks very much as though our estimates will again prove to be hugely conservative."

Morgan points out that every new house built under the RDP umbrella is electrified. Eskom's target for 1995 is to electrify 300 000 homes — a figure which includes existing houses not yet electrified.

"We're about 25% behind schedule, but that's not unusual for the beginning of the

year, since in the first part of the year we establish infrastructures and only later catch up on connections and build up volumes. We're confident that we'll meet our target."

But isn't RDP spending on mass housing well behind schedule?

"Yes. In some areas the Department of Housing has done well, construction has started. In others, it's behind. Eskom's plans take cognisance of where the department is in its programme and we move in accordance with that. In all, it should be up to 100 000 houses by now. It's well behind, but it should eventually catch up."

## Flexible

"In any event, when it does fall behind, Eskom is sufficiently flexible to be able to electrify existing homes and thereby meet our target."

Morgan doesn't see the lack of affordability hampering the mass housing initiative in the long term.

"We've noted a 60% increase in industrial connections. From that perspective we're seeing economic growth and, hopefully, the result will be higher levels of employment. That's going to create affordability."

# Eskom lights way to growth

260  
CT (BR) 13/4/95

With first-quarter volumes up 5 percent and new connections in industry up 60 percent, the outlook is extremely positive

By JOHN SPIRA

GAUTENG BUSINESS EDITOR

Eskom's volume flow, probably the most reliable of all economic indicators, is buoyant, strongly indicating that heightened levels of growth are being achieved by the South African economy

Allen Morgan, chief executive of the world's fifth-largest electricity utility, says Eskom's sales volumes for the first quarter of 1995 were 5,1 percent ahead of the same period last year, thanks to growing demand from industry and commerce

"It's a performance which should be viewed against the background of a depressed mining sector. The gold mining industry is one of our biggest customers. A decline in offtake by the gold mines has, however, been largely offset by increased demand from ferro-metals and coal."

If he had to project GDP growth, he would certainly be looking at a minimum of 3 percent

"Our barometer is that we tend to grow between 1,5 and 2 percent above GDP, so economic growth of 3 percent is distinctly possible"

Morgan warns that labour disruptions could upset such a predic-

tion "Labour problems, should they continue, will negatively affect not only economic growth but also confidence. Business won't want to expand production and to increase employment"

Yet he is optimistic, especially since Eskom is coming off a high 1994 base. "Last year we estimated growth of 0,3 percent and landed up with 2,2 percent. Coming off that base, we were conservative in our growth estimates for 1995"

He points out that every new house built under the RDP umbrella is electrified. Eskom's target for 1995 is to electrify 300 000 homes

"We're about 25 percent behind schedule, but

that's not unusual for the beginning of the year, since we establish infrastructures and only later catch up on connections and build up volumes. We're confident we'll meet our target"

Morgan doesn't see the lack of affordability hampering the mass housing initiative in the long term. "We've noted a 60 percent increase in industrial connections. From that perspective we're seeing economic growth and, hopefully, the result will be higher levels of employment, creating affordability"



Allen Morgan

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## Talks with Iscor workers collapse

ERICA JANKOWITZ

NEGOTIATIONS about the dismissal of several hundred workers from Iscor's Vereeniging plants after an illegal strike, broke down on Tuesday with the National Union of Metalworkers of SA refusing the company's offer of re-employment.

Numsa general secretary Enoch Godongwana claimed about 1 700 workers were fired on April 7 after failing to heed a return-to-work ultimatum after a strike sparked by a shop steward's dismissal.

An Iscor spokesman said only 300 workers had been dismissed from the two plants. Production had been disrupted for a few days but was back to normal with the employment of temporary workers. The strike began on March 29. He said all 260 Numsa members from the Klip works were dismissed, as well as about 40 from the Vaal works.

Godongwana said workers were dissatisfied with management's inflexibility in dealing with public holidays as some commemorative days were important to workers. These included March 21 and June 16.

However, Iscor, as a continuous operation, insisted on normal production on these days at premium rates of pay. An agreement to this effect was in place.

Iscor said the shop steward was dismissed for being absent on March 21. Correct dismissal procedures were followed as he had a final written warning on file.

The shop steward, however, returned to work. Godongwana said the man was then arrested for trespassing. This sparked the strike and subsequent dismissals.

Numsa would not accept management's offer of re-employment as the union wanted dismissed workers reinstated, including the dismissed shop steward.



# Call for more money to boost local radio

(260) 16/14/95

As the future continues over the changing sound of SABC radio's Saim, a top news executive has called on the corporation's hierarchy to redirect more resources from television to African language radio stations.

## AFRICAN language radio stations underfunded due to apartheid's old spending priorities, says top SABC editor

Despite the fact that the SABC has a new board, a new management and a new mandate, it has not changed the spending priorities that were set in place to satisfy the needs of apartheid, SABC radio news editor-in-chief Barney Mthombi both said yesterday.

When television was established in this country, it received priority funding because it is glamorous and more powerful as a propaganda machine. Most of

the resources were then allocated to television at the expense of radio. Those spending priorities are still in place.

The SABC is committed to affirmative action, and that to me means to resource those areas that were neglected in the past. We need more resources for staffing, equipment and

training for the African-language radio stations.

Mthombi said he understood the controversy surrounding Saim, but described it as a diversion.

"The controversy surrounding Saim, although necessary, is actually a diversion as far as I am concerned. There are three points that need to be looked at, namely the role of the SABC in the new South Africa, how the SABC should be funded and, once the funding issue is settled, how it should be divided between radio and television."

Most African-language radio stations were making considerable profits, while Saim's listenership had remained constant, causing it to lose money. Saim had to do something drastic to attract more listeners and thereby gain more advertising, he said.

In effect, African radio stations are subsidising Saim, and yet they are not properly resourced themselves, in particular the current affairs component, said Mthombi. "Taken as a whole, he said, radio's advertising revenue contributed about 32% to SABC coffers.

"Yet television receives 72% of the budget, radio 27% and the orchestra 1%," he pointed out.

With 75% of the country's population without electricity and about 60% illiterate, radio reached the largest audience

and was also able to speak to people in their own language.

In particular, current affairs programmes and news boosted listenership considerably.

"Research has shown that when the news comes on, particularly between 7am and 8am, the listenership increases dramatically, even on commercial music stations."

Mthombi also said the need for greater resourcing for radio was more urgent in light of the coming local government elections.

"The local government elections are going to be difficult in terms of coverage. There is not going to be a kind of national co-ordinating centre as in last

year's national elections.

"Therefore, we need to beef up regional radio stations in order that they are able to bring in the results to their own communities. We need more staff and resources for regional radio to cover the local government campaigns."

It would make no sense, he added, for national radio to broadcast the results.

"Do you think people in Eshwe (northern KwaZulu-Natal) will be interested to know who won a ward in Louis Trichardt? No, it is actually the people of Louis Trichardt who will be interested, and the only medium that will be able to do that is regional radio," — Sapa.



Priorities unchanged... Barney Mthombi.

# Call to give TV money to black radio

CT 18/4/95 (260)

JOHANNESBURG: As the furore continues over the changing sound of radio's SAfm, a top news executive has called on the SABC hierarchy to redirect more resources from television to African language radio stations.

"Despite the fact that the SABC has a new board, a new management and a new mandate, it has not changed those spending priorities that were set in place to satisfy

the needs of apartheid," SABC radio news editor-in-chief Mr Barney Mthomboti said yesterday.

"The SABC is committed to affirmative action and that to me means to give resources to those areas that were neglected in the past."

Mr Mthomboti said he understood the controversy surrounding SAfm, but described it as a diversion

Most African language radio stations were making considerable profits, while SAfm's listenership remained constant, causing it to lose money. SAfm had to do something drastic to attract more listeners and thereby more advertising, said Mr Mthomboti.

In effect, African radio stations were subsidising SAfm, and yet they did not have proper resources themselves, he said — Sapa

# Airport privatisation put on backburner

(269)  
~~232~~

STAN 19/4/95

■ BY BRUCE CAMERON

The Government is going ahead with a R1-billion upgrade of the country's three major airports, but is holding back on a decision on whether to fund the development through privatisation.

Transport Minister Mac Maharaj said yesterday the report of a special committee on the future development of the country's nine airports would be discussed with the Airport Company before proposals were made to the Cabinet.

A special committee of local and international experts gave the Government two choices in funding the development.

■ To start a process of privatisation of the country's airports by bringing a strategic minority shareholding partner on board; or

■ To sit tight and allow the airport company to borrow money to meet the demands for improved facilities, while

the Government watched developments. But even if the Government took this option, it should start preparing now for eventual privatisation.

Maharaj said there was no decision on privatisation of the airports but the Government would be in a better position to make a decision in three or four years time. If there was a strategic investor the decision on privatisation could be brought forward.

The committee found the Government could not opt for immediate sale of the Airports Company because a track record had not been built up.

The committee favoured the taking on of a strategic investment partner with the aim of eventually selling the shares by public subscription.

The single biggest problem facing the Government was the R1-billion needed to finance expansion of the airports in Johannesburg, Durban and Cape Town over the next five years.



Commercial private broadcaster urged

# Call for better, not more, television

(260)

Star 19/4/95

The only way to improve South African television is by competition from a commercial private broadcaster, the Independent Broadcasting Authority (IBA) was told by a British production company in Johannesburg yesterday

Southern Media Plc directors Sandy Balfour and David Coetzee said South Africa needed better, rather than more, television

Balfour said: "More television will definitely come to the country. The KU band satellite and delivery systems of the future will see to that. The IBA, however, has unique powers to regulate the terrestrial channels

"We submit that the SABC should be limited to two national television licences and that a third national licence should be

granted to a commercial broadcaster whose primary source of revenue will be advertising"

The SABC's advertising revenue should be limited by regulation to ensure "adequate revenues" for the commercial broadcaster

"Given that we believe there is room for only one other national commercial station and that it will be responsible for one-third of all national, terrestrially based, free-at-the-point-of-viewing television, the commercial broadcaster must guarantee to the IBA that it will fulfil certain minimum conditions"

These should include

■ Broad programming to cater for a variety of audiences not accommodated by the SABC

■ Minimum local content to promote an independent film production industry

■ An independent news and current affairs service to prevent control of television news by the state broadcaster.

"There is probably space for some further local broadcasters, particularly in the more populous regions," Balfour said

"These might include, for example, Bop-TV, a regional station for the PWV (Gauteng) and a station in KwaZulu-Natal"

Southern Media believed a commercial station should follow the example of Britain's Channel Four.

"It should primarily be a publisher of programmes, developing local production by commissioning."

Balfour said Channel Four put tremendous pressure on the British Broadcasting Corporation to improve programming. — Sapa

# IBA turns into local music proposals

269  
SAW 19/4/95

The amount of South African music that radio listeners will soon hear led to an acrimonious debate last week between musicians and record companies on the one hand and broadcasters on the other.

And if it were not for the indirect nature of discussion at the hearings of the Independent Broadcasting Authority (IBA), it seems likely that they might have resorted to a verbal slanging match as each accused the other of protecting their own interests to the detriment of local listeners, music and culture.

The National Association of Broadcasters (NAB) executive director, Danella Goldman, said it was premature for the licensing authority to impose quotas requiring broadcasters to play a fixed percentage of local music, when the record companies had not committed themselves to the development of local music.

The NAB represents established broadcasters, including the SABC, Radio 702, Bophuthatswana Broadcasting Corporation, Transkei Broad-

## A ferocious debate has broken out over whether radio stations should be forced to broadcast local music, writes Michael Sparks

casting Corporation and M-Net, and signal distributors such as M-Net's Orbicom and the SABC's Sentech, as well as other broadcasting groups such as the Classic Music and Broadcasting Company and the David Gresham Entertainment Group.

Goldman questioned whether there was enough high quality local music to avoid repeating the same songs too often, and whether there was sufficient variety for radio stations which played various formats of music.

This was a concern echoed by Pietie Lotriet, an independent consultant to the SABC, who said the local music industry did not currently have the capacity to produce enough music to satisfy substantial local content requirements.

He added that all his efforts to find out how much music was produced locally by the industry had so far met with no response.

Lotriet said that it was important to differentiate local content requirements for radio stations which play different kinds of music. The problem was exacerbated by local musicians producing more of some kinds of music than of others.

But Lotriet added that playing music was not the only way for radio stations to fulfil local content requirements. They could also do on-air promotions of musicians.

### Submissions

Responding to the NAB, Michael Markowitz, a consultant representing the South African Music Content Alliance (Samca), criticised the NAB for its late submissions to the IBA, nearly a year after the hearings had begun.

The alliance, representing musicians, record companies and music producers, criticised the broadcasters who, Markowitz claimed, had sought

to portray the musicians as "innocent victims of profiteering and exploitative record companies".

Markowitz reiterated his group's strong support for a local music quota of 50% which would be phased in over three years.

He said that Samca proposed a 50% quota of local music within one year on stations which played traditional or folk music. Since they were currently playing between 35 and 44% local music, the higher quota was easily achievable, he said.

Other radio stations should be playing between 25 and 30% local music by the end of the first year, irrespective of the music format of the station, with the ultimate goal of 50% after three years, he said.

Markowitz disputed Lotriet's assertion that the local music industry did not have the capacity to produce sufficient music.

But he admitted that the record industry would have to increase its investment in the recording, distribution and promotion of local music.

Ian Osrin, an independent music producer, disputed the claim of the NAB that it was not the job of broadcasters to do the work of the record companies, thereby making them rich.

Osrin said that if radio stations played local music, they would create a market for it which would not drive listeners and advertisers away.

He pointed out that if it were to drive listeners away from the radio, they were unlikely to then buy that tape or compact disc. It was not a case of the record companies profiting at the expense of the radio station.

"It is either a win-win situation, or we both lose," he said.

He added that the airplay for local music was less likely to make the record companies wealthy, and more likely to give the musicians and record producers more strength in their negotiations with record companies.



## 'SABC needs competition'

JOHANNESBURG: The only way to improve South African television is by competition from a private commercial broadcaster, the Independent Broadcasting Authority was told by a British production company yesterday. (260)

Southern Media plc directors Mr Sandy Balfour and Mr David Coetzee said SA needed better, rather than more, television.

They suggested that the SABC

should be limited to two national television licences and a third national licence should be granted to a commercial station funded primarily by advertising

Southern Media believed a commercial station should follow the example of Britain's Channel Four "It should primarily be a publisher of programmes, developing local production by commissioning." — Sapa

ET 19/4/95



Money regardless of whether it was safe to draw they conveyed the

SHORT

# Broadcasters 'can have popularity and quality'

50 19/4/95 (260)

INGRID SALGADO

POPULARITY and quality in broadcasting were not mutually exclusive and public service broadcasting in SA did not have to sacrifice one for the other, Britain's Channel Four told the Independent Broadcasting Authority (IBA) yesterday.

The BBC and Channel Four had proved that mass broadcasters did not have to produce "trash", Channel Four CE Michael Grade said. With Channel Three, they were the only broadcasters that gave the British population programmes which were relevant to their lives.

Channel Four is a commercial, private broadcaster that relies entirely on advertising for its revenue.

Investment in indigenous production was crucial to ensuring that quality programmes reached the population, Grade said. Channel Four had put resources into training independent producers and was now reaping the benefits of using their programmes. Its use of the independent production sector meant that different sources of supply created a diverse and plural channel, he said.

Throughout Britain the channel's film workshops for emerging producers had brought forth a "wonderful array" of people with different perspectives on life who kept "old fogies" in touch with the world.

But the channel still used imported programmes from the US, some of which were entertaining, well-made and cheaper than

making its own programmes.

Imports often helped a broadcaster save money. This money could then be channelled into less financially viable areas like educational programmes.

Grade said programming needed to be highly regulated, but regulators should not interfere before transmission took place. Broadcasters themselves needed to regulate their content and bear the consequences if they got it wrong. Regulators and broadcasters needed to "have the row" after programmes were aired, since doing otherwise denied the public the opportunity to involve itself in the debate.

Although Channel Four covered what was not catered for on Channel Three and the BBC, it was not a niche broadcaster. It reached 85% of Britain's population in any month and was still a mass channel.

Earlier, British production company Southern Media told the IBA that the SABC's public service programming would not improve unless it had some incentive to do so.

Britain's experience showed that Channel Four had put "tremendous pressure" on the BBC to improve its programming. SA needed a quality commercial channel that had to develop local production by commissioning programmes from the independent production sector.

## Foreign doctors 'a threat'

50 19/4/95

FOREIGNERS accounted for as many as four-fifths of doctors at some Gauteng hospitals and some were unqualified and a possible danger to patients' lives, DP Gauteng health spokesman Jack Bloom claimed yesterday.

Sapa reports Gauteng health minister Amos Masondo, in a written reply to a question from Bloom, disclosed yesterday that the province employed 500 foreign doctors in its hospitals.

"Very few such doctors are from the highly sophisticated countries of Europe or the Americas, most coming from the underdeveloped world not renowned for high standards in medicine," Bloom said.

However, KATHRYN STRACHAN reports that Prof Tom Bothwell of the Gauteng health task team said foreign doctors with limited registration were supposed to work only under supervision.

Bothwell said doctors who came from countries which did not have fully recognised qualifications had to write an exam which gave them limited registration.

They were then able to practice in designated hospitals under supervision, with their registration reviewed after a year.

He said there was a "crying need" for doctors in rural and township hospitals because local doctors were not interested in working in these areas.

This problem was being addressed by the Health Ministry which was looking at ways of luring local doctors into outlying hospitals.

Masondo said Pakistan and Zaire accounted for 55 doctors each in SA, with 49 from Bulgaria, 47 from Poland and 27 from Zambia and Bangladesh.

Some hospitals, particularly those in predominantly black areas, showed a "disturbing reliance" on foreign doctors, Bloom said. Garankuwa had 140 foreign doctors, Tembisa 59 and Sebokeng 40.

The foreigners usually had only limited registration with the SA Medical and Dental Council and were in most cases employed because local doctors could not be recruited.

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S... held for ransom

## Radio Pretoria among 16 granted temporary licence

■ STAFF REPORTER (260)

The Independent Broadcasting Authority yesterday announced the granting of 16 more temporary community radio licences, and also acted for the first time against an illegal broadcaster.

The IBA confiscated the transmitter of Radio Triomf which had been broadcasting illegally from the Vereeniging area, according to a statement from IBA co-chairs Peter de Klerk and Dr Sebiletso Mokone-Matabane.

The matter had been forwarded to the attorney-general for a decision on whether to prosecute.

The IBA Act makes provision for fines of up to R500 000 for those convicted of broadcasting illegally. *Stan 20/4/95*

Among the 16 new licences, which increases to 41 the number of community stations countrywide, is the controversial right-wing station Radio Pretoria.

A number of religious stations are among those granted licences. These include Impact Radio in the Pretoria-Hatfield area; Hope Radio in Hillbrow; Good News FM, backed by the Seventh Day Adventist Church, which will broadcast in Benoni, and Radio East Rand, which will represent four different denomi-

nations in the Benoni area. Radio East Rand and Good News FM will share a frequency.

There are also two student radio stations — Rhodes Music Radio in Grahamstown and Radio Shimla in Bloemfontein.

East Wave Radio is aimed at the Indian community of Johannesburg, while Ripple Radio is aimed at the youth of Greater Pretoria and Verwoerdburg.

Radio Horizon will provide community programming for parts of the West Rand including Kagiso, Krugersdorp and parts of Roodepoort.

East Side Story FM is for Greater Benoni, while CANI Community Radio is for Greater Sandton, and Radio West is aimed at Rustenburg and its surroundings.

The Free State Agricultural Union has received a licence to broadcast to farmers. However, there is a specific condition that anyone associated with both a political party and the station must resign from one or the other.

Radio BBT will broadcast to Bloemfontein, Botshabelo and Thaba Nchu, while Radio Graaff-Reinet will broadcast to that town and Grand Prix Radio will provide live commentary at race meetings in East London.

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# IBA grants 16 more (260) CT 20/4/96 temporary radio licences

## **SPECIAL CORRESPONDENT**

**JOHANNESBURG:** The Independent Broadcasting Authority (IBA) announced yesterday it had granted 16 more temporary community radio licences, and also acted for the first time against an illegal broadcaster.

The IBA confiscated the transmitter of the self-proclaimed Radio Triomf which had been broadcasting illegally from the Vereeniging area, according to a statement from IBA co-chairmen Mr Peter de Klerk and Dr Sebitso Mokone-Matabane.

Two presenters of Radio Triomf identified themselves as "Karel

Kraai" and "Sarel". Their real identities are Mr Swan and Mr Swanepoel, the statement said, adding the matter had been forwarded to the attorney-general to decide whether to prosecute.

The IBA Act provides for fines of up to R500 000 for those convicted of broadcasting illegally.

Among the 16 new licences, which bring to 41 the number of new community radio stations countrywide, is the controversial right-wing radio station Radio Pretoria.

There are also two student radio stations — Rhodes Music Radio in Grahamstown and Radio Shmala in Bloemfontein.

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(260)

# SABC reveals its hand

Star 2/14/95

BY MICHAEL SPARKS

The SABC yesterday proposed selling off majority shareholdings in nine of its profitable commercial radio stations, including 5FM, Radio Metro and Highveld Stereo — the corporation's most profitable station — to promote control by previously disadvantaged South Africans.

In making the proposal to the Independent Broadcasting Authority in Johannesburg yesterday, radio head Govin Reddy said the corporation planned to allocate shares to employees as part of an incentive scheme for staff, if the IBA approved the proposal.

The corporation's deputy head Gert Claassen disputed recent reports that television was receiving a declining proportion of advertising revenue.

He said that while some advertisers may have left TV1,

► To Page 3

# SABC reveals hand to IBA

◀ From Page 1

(260)

most of them had moved to GCV.

Claassen pointed out that the SABC's advertising revenue for the six months to March 31 this year was R558-million, up 17,3% from the same period last year.

Since no decision has yet been made on advertising, the submission included proposals on generating revenue.

One option was the scrapping of the existing television licence which would be replaced by a levy on payment of motor vehicle licences. Another was to link payment to the use of car radios. Other options include a levy on income tax or PAYE without increasing the levels of tax, or a levy on domestic users of electricity.

To increase levels of income, the SABC has taken over the licence inspectorate from the Post Office.

On language preferences, Dr Mark Orkin of the Community Agency for Social Enquiry said research he had conducted for the SABC indicated strong preference for programming in the viewers' home language.

But when choosing a second language, viewers increasingly preferred programming in English.

The submissions continue on Tuesday.

Star 2/14/95

## SABC proposal to sell shares

JOHANNESBURG. The SABC yesterday proposed selling off its majority shareholdings in nine profitable commercial radio stations, including 5FM, Radio Metro and Highveld Stereo — the corporation's most profitable station — to make shares available to previously disadvantaged South Africans.

(260) CT 21/4/95  
Making the proposal to the Independent Broadcasting Authority (IBA) here yesterday, radio head Mr Govin Reddy said the corporation planned to allocate shares to employees as part of an incentive scheme, if the IBA approved the proposal.

SABC deputy head Mr Gert Claassen disputed reports that television's proportion of advertising was declining. He said some advertisers might have left TV1, but they had mostly moved to CCV — Special Correspondent

# Trencor chief appeals for parastatals to be reined in

CT(BE)21/4/95 (260) ~~261~~

By Roy Cokayne

Pretoria Business Editor

An appeal has been made to the department of transport to limit the role of parastatals and prevent them from distorting the market — and to privatise Transnet.

Trencor joint managing director Cecil Jowell made the appeal yesterday at the Road Freight Association's annual conference in Midrand.

Jowell said it was absolutely necessary that there be effective competition in most industries, including transport. It was the task of the government to create structures to ensure there was competition on a level playing field.

He said it was practically

inevitable that a large parastatal would distort the market in which it operated.

As much as possible of Transnet should be privatised so that negative effects on the market could be minimised, he said.

Jowell said parastatals had often pursued independent policies and it seemed that management was too strong and the organisations too cohesive for an outsider, like a politician, to get inside.

"We see it in the ability of Transnet and its predecessors to spend large amounts of money on expansions in the 1970s and 1980s during periods of the utmost financial stringency by the treasury.

"And we see it in the late 1980s — SATS (SA Transport Services) management having the ability to

appoint its own committee to consider its own privatisation and the chairman of that committee saying 'SATS wishes to establish a proven track record as far as profits and dividends went before issuing shares to the public,'" Jowell said.

Whatever basis there was to have a parastatal in certain sectors of the transport industry, it was difficult to see how this justified the many excursions by Transnet and other parastatals, which had embarked on business well outside their core activities — increasing the scope for cross-subsidisation, arbitrary pricing and distortion of markets, he said.

Jowell pleaded with the transport minister to exert his influence so that the transport industry could be set free from such incursions.

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# Fourth way for public TV ...

WM 21-27/4/95 (260)

We could have a public broadcaster which can produce quality, Britain's Channel Four tells the IBA.

**Justin Pearce** reports

**C**AN we have a public broadcaster that makes its money exclusively from advertising — not subsidies and licence fees — without surrendering the quality of its programming?

The lesson of Britain's Channel 4 is that we can — with the added bonus of boosting the local film industry.

This scenario was sketched by Michael Grade, Channel 4's chief executive, when he testified before the Independent Broadcasting Authority this week, promoting the Channel 4 model as an option for South Africa.

Grade's radical model flies in the face of existing SABC thinking — which relies on a vast bureaucracy, soaking up licence fees, subsidies and advertising revenue to keep afloat.

Channel 4 is the only public broadcaster in the world which does not use public funding — it finances itself solely through the sale of advertising.

Grade told the IBA there were many different definitions of a public broadcaster, but what they had in common was a commitment to making editorial decisions independently of immediate commercial considerations. In the case of Channel 4, this was made possible by the fact that the company does not have shareholders demanding increasing returns on their investment.

Consequently, the channel is able to take the advertising revenue generated by popular entertainment shows and plough it into worthwhile ventures which themselves are not financially sustainable. Such ventures include work commissioned from British

## ... but SABC holds on to old ways

**I**S the SABC going for the Channel Four option? Certain aspects of the plan submitted to the IBA by the SABC on Thursday resemble the model set out by Channel Four chief executive Michael Grade, notably the dual commitment to public service broadcasting and commercial viability.

The SABC's moves towards privatisation in the area of music radio, and its commitment to empowering new broadcasting talent also resemble Channel Four's unique hybrid of public service and commercial broadcasting.

Grade said that the station's success could be attributed in part to its independence from the vast bureaucracy of the British Broadcasting Corporation. He implied that a corporation the size of the SABC would not be able to achieve the same independent and innovative voice which has become the hallmark of Channel Four.

Another essential feature of Channel Four is its almost exclusive reliance on material produced by independent production houses. The SABC has declared that it does not intend increasing the quantity of independently produced broadcast material. While local programme content will increase, independently produced material will account for a lower proportion of local content than at present.

Channel Four exists on the assumption that public broadcasting is not the sole preserve of a monolithic corporation.

While the SABC acknowledges and supports the role that community broadcasters can play in fulfilling the need for public service broadcasting, implicit in its submission to the IBA is the notion that public service broadcasting is ultimately the prerogative of the SABC.

playwrights and filmmakers, and daytime schools' programmes

Grade said Channel 4's record disproved the notion that quality broadcasting and popular broadcasting were opposing notions.

"Channel 4 has reconciled popularity and quality," Grade said "What underpins that is our investment in indigenous productions. British audiences care deeply about programming that is relevant to their lives."

IBA councillors seemed generally satisfied with the blueprint presented by Grade — though some raised questions about whether South Africans were ready to appreciate quality indigenous broadcasting, having been fed a diet of imported potboilers and narrowly-focused local productions.

The Channel 4 proposal has been welcomed in South Africa by people concerned with promoting this country's struggling

local film industry. In Britain, there is now a vibrant independent production sector which virtually owes its existence to Channel 4. The channel keeps its running costs down by not producing any programmes apart from a weekly slot where viewers air their complaints about other programmes. In South Africa, by contrast, most of the SABC's airtime is devoted to programmes produced by the parastatal production unit Safritel, leaving little room for independent producers to gain a foothold in the industry.

Channel 4 has also invested in training aspiring filmmakers from a range of social backgrounds — an investment which is already paying off, Grade says, with new voices making their presence felt in the film industry. The company has made a similar investment in South African talent by means of sponsorship to Johannesburg's Newtown Film and Video School.

# Corporation still rules the waves

(260)

WMM 21-27/4/95

Justin Pearce

**T**HE South African Broadcasting Corporation is intent on retaining the dominance of the airwaves.

The SABC's submission to the Independent Broadcasting Authority on Thursday reiterates the corporation's plans to keep three television channels and 12 full-spectrum radio services.

The corporation sees the retention of three television channels as an essential requirement to fulfilling its role as a public broadcaster, which it defines as empowering South Africans culturally, politically, socially and economically.

In its latest submission to the IBA the

to provide a range of prime-time viewing in all four major languages. For this purpose, the corporation argues, it will have to make use of three channels.

The SABC envisages a synergy with the community broadcast sector which is set to take off in the coming year, with the SABC supplying programming to help community stations fill their airtime.

At the same time, the SABC intends to semi-privatise the commercially viable music radio stations such as Radio Metro, 5FM and Highveld Stereo, with a view to promoting control by "previously disadvantaged South Africans", and to allocate shares to staff as part of an incentive scheme. It is, however, not clear what will

regional music stations

The SABC argues that it will have to continue selling advertising time on television and radio. This is unlikely to please those who intend establishing community and independent commercial radio and TV stations — but the SABC argues that the retention of some advertising time is in line with trends developing among public broadcasters worldwide. The SABC intends to cap its advertising revenue so that this source accounts for no more than 55% of its total operating revenue.

The corporation is stepping up its enforcement of licence fee payment, and is also looking at other means of raising public funding — such as a levy on electricity accounts or car licence fees.



SABC (260) FM 21/4/95  
**Strange figures**

**Auckland Park's** broadcasting bosses want government to fund 15% of the SABC's capital requirement in its next financial year. The envisaged amount, R235m, does not include the R148m required for educational programmes.

According to the SABC's recently released annual report, CE Zwelakhe Sisulu foresees a 24% decrease in its dependence

on advertising revenue to about 50% of the revenue mix (*Current Affairs* April 7). He expects an increase in the contribution by licence fees from 20% to 25% as a result of more effective collection. "Other" revenue (including income from co-productions and merchandise sales) should increase from 6% to 10%. Sisulu hopes to receive 15% directly from the State. Currently the State's contribution is zero.

These figures, prepared by former general resources manager Pierre van der Hoven (the *FM* has a copy), were presented to the Independent

Broadcasting Authority in December. They were also seen as a reason for the sudden resignation of Television CE Quintin Green last year. Green and Van der Hoven apparently clashed over the SABC's financial operations.

Green, it is said, proposed a R420m funding package from government. He included government contributions to broadcasting stations of the former TBVC states, which in effect meant only R150m in additional State funding for the SABC. Green also proposed a three-channel TV set-up: a public broadcasting service (PBS), a "rainbow" commercial/PBS combined station and a fully fledged commercial station. He proposed that the PBS channel be split regionally, depending on what the provinces could afford. According to this

proposal the mother network could be interrupted from time to time by special broadcasts to specific provinces.

According to Van der Hoven's proposals, which were eventually accepted by the SABC, advertising revenue would be R782m (as opposed to R1,15bn this year), licence fees R391m (R310m for 1993-1994), State funding R235m (nil at present) and "other" revenue R157m (R105m).

While Van der Hoven foresaw an increase to R680m (from R577m) in programme and broadcasting costs, he calculated a drop in personnel remuneration from R533m to R460m (after retrenchment packages were paid out). But he admitted in his proposal that the R157m in "other" revenue includes the income (about R32m) from Sentech, the SABC's satellite division, which is due to become independent in October. Van der Hoven also excluded the R148m for educational programmes.

In an analysis accompanying the proposals Van der Hoven wrote that "the number of minutes broadcast will be less

since cheaper foreign programmes are replaced by more expensive local programmes." Local programmes cost between R5 000 and R8 000 a minute, compared with R400 a minute for foreign productions. According to Van der Hoven the number of minutes lost could be between 50 000 and 100 000 annually.

The SABC has lost about R10m on the *Tropical Heat* series, while *Shaka Zulu*, budgeted at R4m, eventually cost R14m. Both were co-produced.

Van der Hoven also admitted that "no education programmes

will be broadcast if government does not fund them in full." Furthermore, he noted that a reduction in sports programmes, possibly affecting the Olympic Games, could negatively affect the image of the SABC.

Van der Hoven, in a confidential memo to Sisulu, strongly criticised group financial manager Steve Schubach's analysis of Green's proposals.

He accused Green of not making any provision for the SABC to find regional funding or for the effects of competition. The document is based on "inexplicable assumptions and questionable calculations," wrote Van der Hoven.

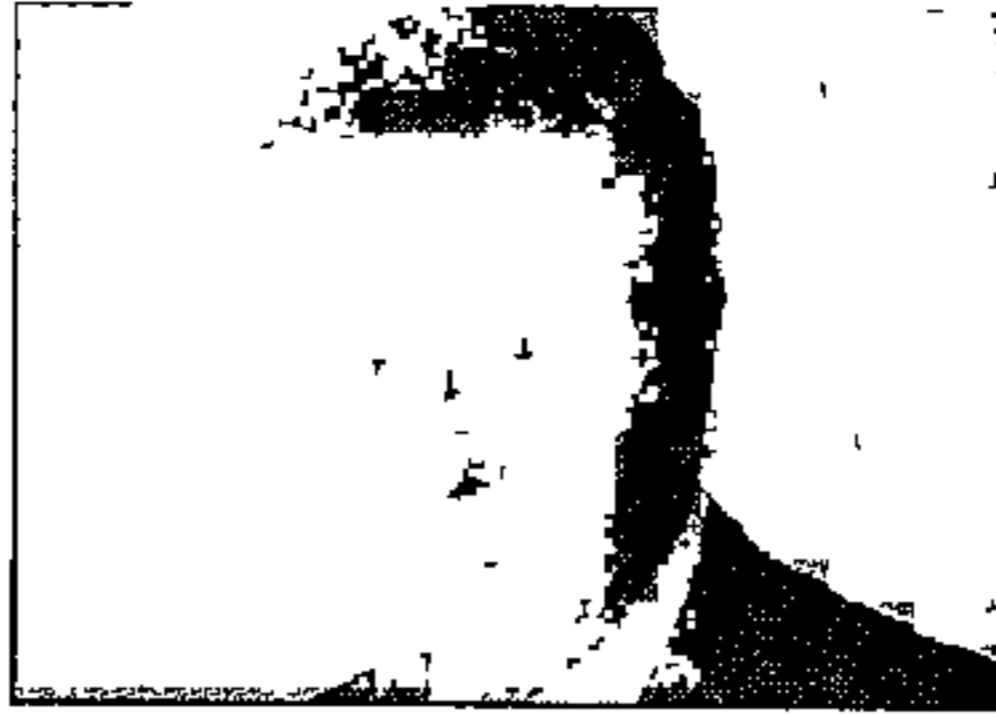
Schubach says he has not seen and has no knowledge of the memo and could only discuss the annual report.

Eddie Botha



Green . apparently clashed with Van der Hoven





# Eskom switched on by foreign buy-up offers

*In his effort to enhance the parastatal's efficiency, its chief executive, Allen Morgan, is considering overseas bids to buy unproductive power stations*

Several foreign utilities have asked Eskom whether it would be willing to sell some of its mothballed power stations and allow the foreigners to operate them, the company's chief executive, Allen Morgan, has revealed

It is a measure of the nature of the Eskom leader — and his determination to enhance the efficiency of the enterprise — that he hasn't rejected out of hand the notion of foreigners running South African power plants

"Certain foreign utility operators have asked us if they could come up with an offer for these units. We've encouraged them to do so, since at the end of the day it's what those power stations produce in rands a megawatt that's going to be important

"If they're able to produce at a price lower than we can (or even at an equivalent cost), we'd be obliged to give the offers serious thought," the 47-year-old Morgan has said in an interview

"If a deal was done, that party would then sell electricity through our transmission system. One of the advantages to Eskom is that it would help us to benchmark our operations in a local context"

Morgan's commitment to Eskom runs deep. When he joined the organisation in 1971 after obtaining an engineering degree from Stellenbosch University, he became the third generation of his family to work for South Africa's leading power utility company

Morgan, who became Eskom's chief executive in March last year, isn't at all surprised by the overseas approaches, pointing out that throughout the world, with very few exceptions, the privatised utilities are looking for offshore unregulated business involving the planning, design, construction and operating of power stations

He says the foreign utilities are looking at several options, besides the outright purchase of the mothballed plants

"They don't necessarily have to buy the plant, they could lease and operate it. Further, there's a lot of duff coal floating around, suggesting that deals could be struck with one or more coal mining companies"

How could foreign operators hope to succeed if Eskom doesn't find it profitable to operate the mothballed stations?

For one thing, Morgan suggests, they might well feel that they are more efficient than Eskom. If so, they deserve to succeed

"More importantly, demand is coming back. We need to bring back Arnott (50 percent mothballed) and we've got to get Majuba 1, 2 and 3 on line in the near future. Additionally we have to get Cahora Bassa restored, after which we'd start looking at Camden, Komati, Grootvlei and Majuba 4, 5 and 6

"The rand-a-megawatt yield will determine the merit order of bringing back the various plants. So if you get an operator coming in at a good price, and it is more attractive to us than bringing back some of the less profitable plants, then we would seriously need to consider the offer"

Selling off mothballed power stations would be tantamount to a partial privatisation of Eskom. How much further down the privatisation road does Morgan see Eskom going?

"Taking a long-term view, it's going to be healthy to generate competition. And the time to introduce competition is when we're looking for additional capital to create more generation capacity. At such a time we could be looking at competitive independent power producers

"Over a transition period of a decade or two, we could see an unbundled situation throughout the industry, not just on the generation side"

Yet one of the prime objectives of a privatisation programme would be to raise funds for the government's RDP expenditure. Morgan's scenario wouldn't achieve that goal

"At the end of the day, I see no good reason for Eskom to privatise. Competition is healthy if it produces efficiencies, and changes certain cultures for the better. In a private sector environment, you'd take away bureaucracy and produce far more innovation"

Morgan, who initiated Eskom's national programme to electrify underdeveloped areas, contends that although Eskom is state-controlled, it has come a long way down this line through its commercialisation focus

"Eskom's prime motivation is to provide the world's lowest-cost electricity for the nation's prosperity. It is inbred in our culture to achieve this aim by encouraging competitiveness and driving down costs for growth



**ESKOM'S OPTIONS** Privatising Eskom doesn't make sense, its chief executive, Allen Morgan, believes

So competition shouldn't worry us — nor does it. But the sale of Eskom assets now doesn't make sense

"The question of raising capital for the RDP is not directly relevant in Eskom's case, since Eskom is already driving hard on the RDP to get electrification and development going"

He doubts that funds raised from the privatisation of Eskom would be used to enhance electrification, because "the mindset of a privatised company is going to be shareholder wealth — not necessarily looking after RDP responsibilities"

In the longer term, if Eskom had to be benchmarked and was found to be inefficient, then one of the ways of making it more efficient would be privatisation. "What you don't want to do in any parastatal environment is to reduce jobs through privatisation. The name of the game today is to create jobs

"What we could do is to corporatise some of our service functions. Rather than using them all in-house, where some are inefficient, we could contract them out to the marketplace and create more value there"



# Four more radio stations approved for W Cape

(260)

ARG 26/4/95

□ *Big changes mooted for television channels*

**Staff Reporter**

THE Western Cape is to get four more community radio services after the Independent Broadcasting Authority (IBA) approved 11 more community radio licences

The others are in the Eastern Transvaal and Gauteng — bringing the total number of new one-year community radio licences to 54.

Radio Matie, which will broadcast English and Afrikaans to students of Stellenbosch University, Helderberg Community Radio, which will broadcast in English, Afrikaans and Xhosa to Somerset West and surrounding areas as well as two Christian community stations, Radio Namaqualand and Radio Fish Hoek, have been given the go-ahead

Last week the IBA also granted 16 temporary community licences and IBA co-chairpersons Sebileto Mokone-Matabane and Peter de Klerk said they expected that additional community radio licences would be approved during the next two weeks

● The Argus Correspondent in Johannesburg reports that the SABC told the IBA yesterday that it needed three television channels to survive financially and fulfil its mandate as a public service broadcaster

Communications head Ken Modise said that if the SABC were restricted to two television channels, it would be forced back to the racially-divided black and white TV channels of the apartheid era

The third channel was neces-

sary to include programming in all 11 official languages

Mr Modise said the proposed Channel 1 would be an expansion of NNTV, if the IBA granted permission to broadcast to a wider audience

Channel 1 would be aimed at urban, economically affluent viewers with relatively high levels of education. The programming would be predominantly in English, he said

Channel 2, using the existing TV1 network, would be aimed at nearly 60 percent of viewers

Mr Modise said that most viewers would be younger than 35, and mostly middle income, middle education, predominantly black viewers

Channel 2 would include lots of news, local drama, sport, music/variety and quiz shows,

soaps, magazines, documentaries and foreign films

Prime time news programmes would be in Zulu, Sepedi and Setswana

Channel 3, the present CCV, would serve 20 percent of viewers who would be predominantly rural, with lower education and income levels.

Mr Modise said Channel 3 would have local sitcoms and dramas, local variety/quiz and music programmes, news, overseas soaps, dramas and feature films

Prime time news would be in Afrikaans, Xhosa and Sesotho, with shorter bulletins in Ndebele, Seswati, Tsonga and Venda, and headlines in English

# Top judges earn R26 167 a month



THE salaries paid to Chief Justice Mr Justice Michael Corbett and the president of the Constitutional Court, Mr Arthur Chaskalson, amount to R314 000 a year, or R26 167 a month, the Minister of Justice, Mr Dullah Omar, revealed yesterday.

Appeal and Constitutional Court judges are paid R294 000 a year, he said in reply to a question by Mr Douglas Gibson (DP).

Judge Presidents are paid R292 200 a year, Deputy Judge Presidents R287 500 and judges R285 000. All judges also receive a R3 500 yearly allowance, medical aid and a car allowance.

The highest average salary paid to magistrates, including benefits, is R200 076 a year, Mr Omar said — Political Staff

# 3 TV channels needed?

ET 26/4/95 (260)

## Four Cape radio licences

JOHANNESBURG: The South African Broadcasting Corporation "desperately" needs three television channels to meet its obligations as a public broadcaster, the Independent Broadcasting Authority was told here yesterday.

On the second day of its third submission to the IBA triple inquiry, Mr Ken Modise, SABC communications chief, said a two-channel public television service in South Africa "would tend to force the SABC back into the racially divided black and white television model of the past".

"If the SABC were restricted to two channels, programme schedules for each channel would not reflect the varied character of South African audiences."

The SABC proposal to the IBA suggested three national networks, all offering a full complement of

JOHANNESBURG: The Independent Broadcasting Authority has granted 11 more community radio licences, bringing the total number to 29.

Mr Modise said the licences were granted to 11 more community radio stations, bringing the total number to 29. The licences were granted to 11 more community radio stations, bringing the total number to 29.

Eastern Transvaal and four in Gauteng.

A total of 11 more community radio stations are being awarded in the Western Cape, they said in a statement. They include Helderberg Community Radio in Somerset West, Cape Talk and Radio Nieuwland — Vito

information, education and entertainment.

In another part of its submission, the SABC proposed that 25% of all television programmes, excluding news productions, be

independently produced.

It said this would give audiences access to diverse South African talent and creativity and suggested that the system be phased in over three years. — Sapa



## Three channels vital, says SABC

(260) GAVIN STAFFORD

THE SABC could not fulfil its mandate as a public service broadcaster if it was not allowed to keep its third channel, the corporation told the Independent Broadcasting Authority (IBA) yesterday.

A two-channel public television service would have "no ability to attract or consistently serve audiences" It would force the SABC back into the racially divided television model of the past, the SABC said in its third written submission to the IBA.

Retaining the three existing channels would allow the SABC to provide programming on the basis of "needs" and "wants" However, if it lost the third channel, programming would not reflect the varied character of SA audiences. In addition, it would deny advertisers access to audiences with common interests and destroy the corporation's chances of retaining a sustainable commercial revenue base.

The SABC proposed three national channels, all offering a complement of information, education and entertainment

Channel one would broadcast on the current NNTV network, targeting educated, urban and affluent viewers who were mostly older than 35. The programming would be mainly in English as a result of viewers' relatively high education levels

Channel two, using the current TV1 network, would target a mainly black audience in rural and urban areas, but with a metropolitan bias The audience would be younger than 35, with medium-level income and education

Channel three would operate on an expanded CCV network, targeting a national audience with a bias towards rural viewers with lower education and income levels.

□ To Page 2

## SABC

(260) BO 26/4/95  
The IBA also heard SABC proposals for providing news programmes on all three channels in all 11 official languages

The provisions, to be implemented in October, would see a main news bulletin in English on channel one, with two subsidiary bulletins in English or a black language with English subtitles

Channel two would broadcast three bulletins in Zulu, Pedi and Setswana. Channel three would broadcast three bulletins in Sesotho, Xhosa and Afrikaans, with additional five-minute bulletins in Tsonga, Ndebele, Siswati and Venda

The SABC said the proposals were interim and would be amended during the course of next year and 1997 as it moved

□ From Page 1  
towards language equity

Sapa reports that the SABC also proposed that 25% of all television programmes, excluding productions, be independently produced Enforcing such quotas, which should be phased in over three years, would give audiences access to diverse local talent, it said

Meanwhile, IBA co-chairmen Sebletso Mokone-Matabane and Pieter de Klerk said the IBA had granted 11 more community radio licences, taking the total number of new one-year community licences to 54 Four were granted in the Western Cape, three in Eastern Transvaal and four in Gauteng Among them was Channel Med, which would broadcast to the Medical University of SA in Gauteng

# Police withdraw from Radio Donkerhoek

ET 27/4/95

(260)

JOHANNESBURG Angry supporters of the illegal radio station Radio Donkerhoek jeered police as they withdrew from their positions around the station about 25km east of Pretoria last night

About 80 armed policemen had surrounded the station earlier in the day in support of Post Office officials who had been ordered to confiscate its transmitters.

Police spokesman Captain Dave Harrington said police had been ordered to withdraw after talks with those inside the station.

He said it had been agreed that no equipment would be immediately removed but that investigations into the station's illegal broadcasts would continue.

Radio Donkerhoek, situated on a small hill among agricultural plots, has been broadcasting its illegal, right-wing message for the

past 10 months

Earlier in the evening, the radio station said it had been surrounded by "at least 100" policemen who appeared to be preparing to storm the building

Speaking from inside the house, station manager Mr Edwin Clarke said police helicopters were circling overhead and that five people were trapped inside

Capt Harrington said Mr Willem Ratte, who runs the station, had locked himself in a cellar, and threatened to commit suicide if the equipment was removed

Mr Clarke said the station "opposes the illegal communist government which has taken over South Africa by deceit", and refused to apply for a broadcasting licence — Sapa

# NP slams SABC

ET 27/4/95

THE National Party said yesterday the latest SABC submission to the Independent Broadcasting Authority on its language policy for three television channels could alienate it from a large section of the South African public.

NP chief spokesman on broadcasting Mr Martinus van Schalkwyk said in a statement the SABC's proposals had been made to pursue political objectives.

Just as the SABC had dealt contemptuously with the English-speaking community in switching Radio South Africa over to Saim, the way in which it was now handling the Afrikaans-speaking community was a "slap in the face".

Instead of transparency and wide consultation, the SABC had decided on the matter of language in an authoritarian manner on the basis of "shaky" research. — Sapa

## NEW LOOK TV: SATV's proposed new national networks, with Channel 1 their flagship aimed at English-speakers, Channel 2 "populist", aimed at younger, non-English-speakers and Channel 3 aimed mainly rural, poorly educated, non-English speakers.

### CHANNEL 1

**PROGRAMMES**

- Main news in English
- Two subsidiary news bulletins either in English or another major SA language.
- Current affairs programmes with a weekly parliamentary review
- Information, sport, local drama, overseas shows, feature films

**CHANNEL CHARACTER**  
Mainly English with some sub-titles, voice overs and simulcast

**AUDIENCE PROFILE**  
Urban, affluent, highly educated; over 35 years, more male than female, 20% of national viewership

### CHANNEL 2

**PROGRAMMES**

- Three main news bulletins in Zulu, Sepedi and Setswana
- Subsidiary headline news in English
- Sport, soaps, quiz shows, music, feature films, local drama

**CHANNEL CHARACTER**  
Populist, multi-lingual, mainly non-English programmes

**AUDIENCE PROFILE**  
Mainly urban African, medium income, average education, below 35 years, equal male and female, 58% of national viewership

### CHANNEL 3

**PROGRAMMES**

- Three main news bulletins in Afrikaans, Xhosa, Sesotho
- Subsidiary news in Ndebele, Seswati, Tsonga and Venda
- Sitcoms, soaps, quiz programmes, feature films, local drama

**CHANNEL CHARACTER**  
Full spectrum

**AUDIENCE PROFILE**  
Mainly rural, lower income and education, more female than male, 23% of national viewership



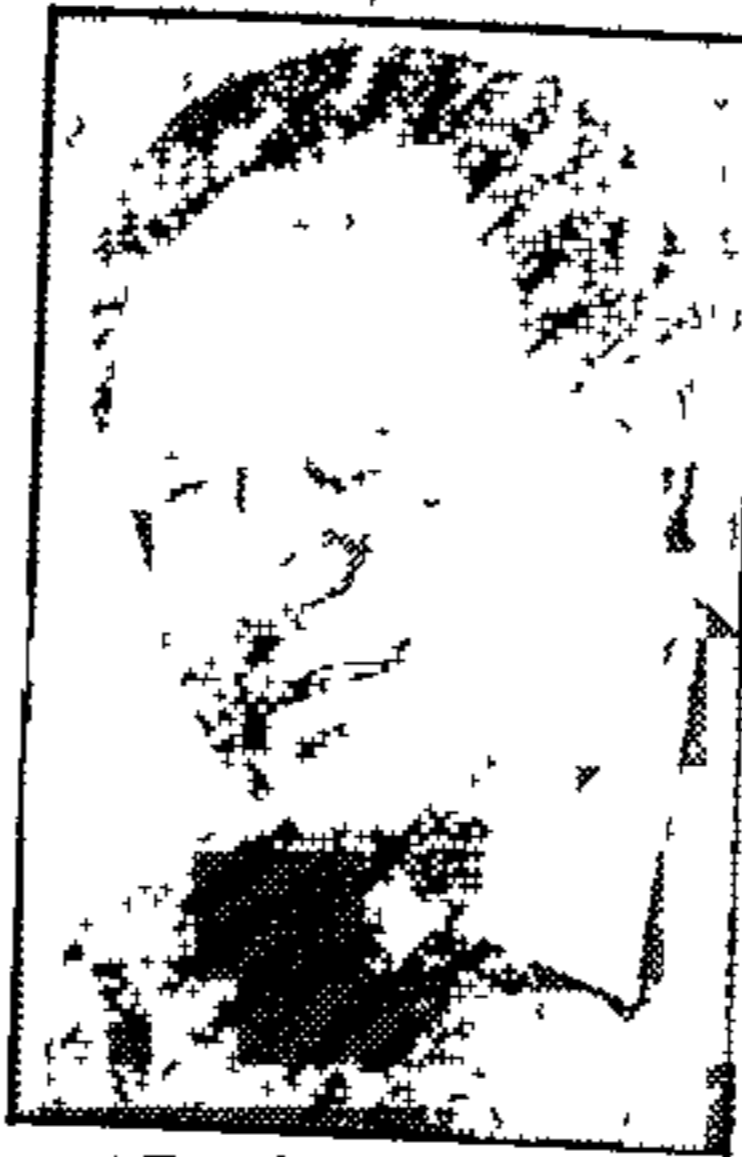
# SABC proudly rings changes

■ BY JANET SMITH

Two concepts have almost completely recreated the SABC in the past year, and although the implementation of both was met by deep controversy and rather shallow praise, the corporation can safely say it need never look back

The policies of corrective action and fast-tracking represented two of the most important shifts in the SABC's radical makeover from an apartheid hag to a would-be ambassador for the new South Africa.

Chief executive officer Zwelakhe Sisulu and a small core group of people representing both the old regime and the new order — bolstered mostly by professionals with reputable links with liberation movements — have marked the way forward



Zwelakhe Sisulu

The SABC boldly went where none had dared tiptoe before, embarking on a programme of re-trenchments to help streamline the corporation's ailing finances and introducing African languages to hly-white TV1 while removing the Queen's English from the airwaves

Sisulu says the corporation is working on its poor record of gender

(260)

discrimination

Vociferous internal criticism of the lack of consultation with staff was, to be kind, ignored. This was bad

Radio chief Govin Reddy stopped the buck at his desk when English radio listeners with their cucumbers in a knot complained about accents in the new-look SAfm. Mostly, this was good

But even these issues look small compared with the dramatic challenge faced by the SABC as satellite TV beams its world our way.

The corporation will not try to compete — indeed, it cannot — since it has public service commitments which place it outside mainstream entertainment broadcasting in the future.

But it still needs paying viewers in large numbers to justify broadcasting at all

Star 27/4/95

Star 27/4/95

# Pirate radio talks way out of trouble

■ STAFF REPORTERS  
and SAPA (260)

An angry stand-off between heavily armed police and supporters of a renegade right-wing radio station near Pretoria was averted last night when police withdrew after negotiations with the rightists.

Police marksmen had earlier surrounded a house on a smallholding near Pretoria, from where pirate station Radio Donkerhoek has been broadcasting.

The station's co-founder, Willem Ratte, was holed up in the cellar of the house at Tegerpoort with an arsenal of weapons, police said.

Ratte, a former commandant in the SADF who led the ill-fated right-wing occupation of Pretoria's Fort Schanskop two years ago, had threatened to commit suicide if the premises were stormed, police said.

Post Office officials, accompanied by police, had arrived at the house with a warrant for the confiscation of broadcasting equipment.

Radio Donkerhoek has refused to apply for a broadcast licence from the Independent Broadcasting Authority.

The station is run by a group calling itself Friends of Donkerhoek and has no connection to the other Pretoria-based right-wing radio station, Radio Pretoria, which was granted a broadcasting licence this month.

About 80 members of the SAPS special task force, armed and dressed in camouflage uniforms, were flown in by helicopters to surround the building when Ratte and other members of Radio Donkerhoek refused to allow the Post Office officials entry.

## 'New evidence found' against rebel radio

POLICE had obtained "necessary evidence" in their case against right-wing radio station Radio Donkerhoek, a police spokesman said. **BO 28/4/98**

Capt Dave Harrington said the station's supporters and operators had only aggravated their situation by refusing to allow police access to the station on Wednesday.

He said police had — by means of search warrants — obtained the necessary evidence for the Attorney-General's case against the station, including confirmation

**GAVIN STAFFORD**

of the identities of operators and visual material of the broadcast equipment.

A potential confrontation was avoided when about 80 policemen withdrew after angry right-wingers refused them access to the premises on Wednesday.

The pirate station, run by a group calling themselves Friends of Donkerhoek, has been broadcasting from a smallholding outside Pretoria. **(260)**



# DBSA manager faces the fax

WM 28/4-4/5/95 (260)

Bruce Cohen

A VICIOUS campaign has been launched against one of the country's leading business-women in an attempt to topple her from the top management of the Development Bank of South Africa (DBSA).

It may work.

A mystery fax circulating within the DBSA, and purporting to come from "selected members" of the ANC Women's League in Johannesburg, accuses Dr Gail Mlokoti, the bank's senior manager of corporate affairs, of pursuing undisclosed private interests while being a full-time employee of the bank.

It alleges she has flaunted strict bank regulations by taking an unapproved directorship of the Road to Freedom company, the controversial joint venture between the ANC Women's League and actor Omar Sharif's tourism company.

Mlokoti is in fact a director of Road to Freedom. She did not seek or receive the bank's approval, and says she did not need to.

The Women's League links to the company resulted in a bitter feud last year, and the resignations of leading ANC figures like Adelaide Tambo and Albertina Sisulu, leaving the Winnie Mandela "faction" in charge of the organisation.

The fax also accuses Mlokoti of manipulating the Women's League over the Road to Freedom deal — in which the league gets a 50% share of profits — and of causing the fracture in the organisation's ranks.

Last year, the DBSA — which is owned by the government — went through an upheaval when documents accusing top management of racism were circulated within the bank and to the media.

The bank's MD, Andre la Grange, subsequently resigned.

Mlokoti, who was employed by La

## On the rocky Road to Freedom

THE Road to Freedom is, well, finally on the road.

Bogged down by last year's squabble in the ANC Women's League over Winnie Mandela's "unilateral" decision to tie up the 50-50 deal with Omar Sharif, the tour company is now in full swing again, says MD Manfred Hirsch.

"There's a huge target market of African-Americans wanting to visit South Africa," says Hirsch and the first Road to Freedom tour group is planned for September.

Hirsch says Road to Freedom

will be offering a totally different cultural experience to African-Americans wishing to see South Africa. "We'll be redirecting tourism to areas not on the tourism map."

He says the company suffered a severe setback as a result of the debacle in the Women's League. "It cost us a lot of money."

For the Women's League, the tie-up is a sweet deal indeed. It will be paid a percentage for every tourist brought to South Africa by Road to Freedom — whether the tours are profitable or not.

Grange, was active in the campaign to discredit him and his top management, appearing in thin disguise on a highly critical TV talk-show about the DBSA.

She took on the directorship of Road to Freedom in January this year, while La Grange was still chief executive.

"She never discussed the matter with me and it was never formally recorded and approved as is required by the bank's conditions of service," La Grange said this week.

Insiders say this is not the first time Mlokoti has ignored the bank's strict regulations on declaring private interests.

She took up a directorship of an investment trust run by the Life Offices Association without approval and was reprimanded for this.

Mlokoti flatly denies she has done anything wrong and has taken up the matter of the faxes with her attorney for possible action. While acknowledging her directorship of Road to Freedom, she points out that she receives no remuneration and is not a share-

holder in the company.

She says her involvement in the company "is driven by my desire to continue the upliftment of women in this country."

"While I have attended board meetings of Road to Freedom irregularly, I have done so outside normal banking hours and have never utilised the bank's time in furthering of the aims of Road to Freedom."

"I do believe that my directorship .. is not in conflict with my duties at the bank, nor for that matter can it be regarded as an 'outside interest' as referred to in my conditions of service. I certainly did not view it as an 'outside interest' as, had I done so, I would most certainly have requested the bank's prior permission to become a director.

"It is my fiduciary responsibility as a citizen and a 'privileged' woman in this country to assist those women who are not so privileged. It is an ideal for which I will continue to live."

The current CEO of the bank, Nic Christodoulou, said he would decide on Friday what, if any, action will be considered.

# Eskom comes clean on the environment

BY ANITA ALLEN  
SCIENCE WRITER

Eskom has chosen to celebrate the first anniversary of the new South Africa with the release of its first environmental report, and by so doing becomes the first large corporation in South Africa to go public on its environmental performance.

Underlining its commitment to the environment, Eskom now employs 50 full-time environmental specialists, while another 47 technically qualified employees deal with environmental issues as part of their duties.

Highlights of the 38-page report show:

■ Eskom's power stations are emitting fewer gases that cause the greenhouse effect, and using less water per unit of electricity produced.

■ Eskom believes improved air quality can best be achieved by applying limited capital resources to residential electrification, rather than installing improved pollution control equipment.

■ For "a long time to come", Eskom will continue to rely on coal-based power stations for electricity generation.

Under environmental issues fundamental to marginalised communities, the report commits

Eskom to

■ Reducing the real price of electricity by 15%, so as to become the world's lowest cost producer of electricity. At present it is the second lowest.

■ Electrifying 300 000 homes a year to the end of the century.

■ Spending R50-million a year to supply small electricity generating units to clinics and schools in rural areas.

In the process of burning 76,9-million tons of coal in 1994, Eskom's power stations have emitted 122 000 tons of particulates (fine ash and visible smoke), 143 000 000 tons of carbon dioxide, 1 167 000 tons of sulphur oxides and 961 000 tons of nitrogen oxides.

Of 22-million tons of ash waste produced during 1994, 800 000 tons (3%) was sold for making cement and bricks. Rehabilitation has been completed for 60% of the ash dump sites no longer in use. This involved shaping, covering with soil and planting with suitable vegetation.

Eskom now administers some 240 000 km of powerlines. Its policy is to route these lines with minimal impact on communities, agriculture and wildlife.

By reviewing its current environmental status in the open, Eskom has set up a standard against which future performance can be evaluated.

## Paraffin prices to drop by 1c

The price of domestic paraffin will drop by 1c a litre from Wednesday, the Central Energy Fund has said. The downward adjustment of 1c is a result of economic factors.

The paraffin price has fallen by 4c since the start of the year, while petrol and diesel prices have risen by 12c and 1c a litre over the same period.

Petrol and diesel prices have moved up mainly because of the strengthening of prices on international markets.

The March Budget also announced a 2c-a-litre increase in fuel taxes. The next 1c adjustment due to higher tax comes into effect on Wednesday.

Paraffin will cost 90,43c a litre from that day on the coast and 101,43c in Gauteng, the fund said. — Sapa.

## 83-year-old nabs thief

Oslo (Norway) — As if being captured wasn't bad enough, an armed bank robber had to suffer the indignity of being nabbed by an angry octogenarian passer-by here this week. The 83-year-old hero suffered a broken nose, a black eye and a few cuts but still managed to hang on until others joined in. — Sapa-AP.



# Get set for TV transformation

■ Millions are to be spent to make NNTV the SABC's television flagship.

**ADELE BALETA**  
Weekend Argus Reporter

THE South African Broadcasting Corporation plans to spend millions of rands on transmitting NNTV into the homes of viewers who have been excluded from the network.

At the moment NNTV reaches only 56 percent of the television viewing population in comparison with its sister station TV1, which can be accessed by 76,4 percent of people with television sets

And if SABC proposals for the future of South African television are accepted by the Independent Broadcasting Authority, viewers will get an expanded NNTV network which will become SATV's flagship, aimed at highly educated English speakers

SABC communications head Ken Modise said if the IBA accepted the plan, new transmitters would have to be bought and erected to make sure the proposed Channel 1 target audience was able to tune in

The audience profile for Channel 1 is urban, affluent, highly educated English speakers, over 35 years old, with more males than females.

"It's proposed that Channel 1 would account for 20 percent of the viewing population, but that does not mean there won't be interest from other sections of the population," Mr Modise said.

A major feature of the programming would be news and current affairs with a weekly parliamentary review. There would be a lot of information, sport, local drama, overseas shows and feature films

Mr Modise said there would be an innovative use of dubbing, sub-titling and simulcast. "As a general rule dramas and films will be broadcast in the language in which they were made," he added

Sentech's acting regional

manager for the Northern and Western Cape Frank Creese said SABC's plans to expand the NNTV network would affect the Simon's Town transmitter which to date could not beam NNTV and therefore affected viewers living in Muzzenberg, Simon's Town, St James and Kalk Bay

"We applied to the IBA two months ago to fill in the hole of NNTV coverage in the Peninsula," Mr Creese said. It would take about 16 weeks to get the necessary equipment from overseas to link up Peninsula viewers to NNTV once the green light was given from the IBA

Application for a licence approval for a newly erected transmitter in Piketberg was made in March 1994

"Everything is ready, all we need is permission to switch on," he said

The Piketberg transmitter would affect viewers in Langebaan, Moorreesburg, Saldhana Bay, Porterville and Vredenberg.

Mr Creese said there was a

delay because of having to wait for the outcome of the IBA hearings. "I have no doubt the IBA approvals will start coming in, giving the go ahead for more transmitters to be switched on."

In its submission to the IBA last week, the SABC said it needed three channels to survive financially.

Channel Two would use the existing TV1 broadcasting network and would be aimed at 58 percent of viewers who were expected to be concentrated in urban and metropolitan areas. They would be younger than 35 years old, predominantly African with medium income and average education. The group would have an equal number of males and females. The character of the channel would be populist and multi-lingual

Channel Three, using the CCV footprint, was aimed at mainly rural viewers with lower income and education and with more females than males. The channel would account for 22 percent of television viewers.

## Suicide threat as police raid 'illegal' broadcaster

PRETORIA. — Evidence of rightwing Radio Donkerhoek's illegal broadcasts is to be handed to the Attorney-General within the next few days, police spokesman Captain Dave Harrington said.

He said the information, including video material, was gathered during a police raid on the radio station's premises east of Pretoria this week.

A charge of defeating the ends of justice was also being

investigated

About 30 policemen swooped on the radio station following a complaint by the Independent Broadcasting Authority about Radio Donkerhoek broadcasting illegally for the past ten months

Rightwing maverick Willem Ratte, who runs the station, locked himself in a cellar when the police arrived, threatening to commit suicide if any equipment were confiscated

A number of supporters also turned up the station, vowing to protect the station's equipment with their lives. After talks with Mr Ratte, the police withdrew without confiscating anything.

Captain Harrington said there had been no immediate need for the police to seize equipment. "Although we could have done so, we deemed it wise not to start shooting. We have made a video recording of

equipment and have found crucial physical evidence, enabling us to wrap up our investigation within the next few days."

Radio Donkerhoek's management had made the situation worse for themselves by resisting because a charge of defeating the ends of justice was also hanging over their heads, Captain Harrington added — Sapa.



to bursting into tears on his mate

Ruth, mate

Drace yersell, sport!

# Sexwale complains to SABC about 'limited' coverage

ATG 29/4/95  
NEWTON KANHENA

Weekend Argus Reporter

GAUTENG'S Premier Tokyo Sexwale has lodged an official complaint with the SABC — that its cameras are ignoring him

But the SABC points out that Mr Sexwale has appeared on television 261 times between March last year and February this year and says it is merely trying to strike a balance in its news coverage

The corporation believes other politicians deserve equal exposure

Sources in Mr Sexwale's office said this week, however, that the decision to cut the premier's television profile was politically motivated

"We know for sure that the SABC has been instructed to ignore our premier for political

reasons. Maybe someone thought he was getting too big," said a Gauteng government official, who asked not to be named

Mr Sexwale has lodged a formal complaint with SABC chief executive Zwelakhe Sisulu through his government's spokesman, Chris Vick.

In a letter to Mr Sisulu, Mr Vick said it appeared a conscious decision had been taken "to limit coverage of events involving the head of the Gauteng provincial government, despite the newsworthiness of these events"

Mr Vick highlighted three events not covered by the SABC, including Mr Sexwale's registration for local government elections in Alexandra "despite the fact that this was a serious attempt to ensure the success of local gov-

ernment elections and was newsworthy by all accounts".

Mr Vick said the attitude of the SABC "seriously" undermined the Gauteng government's attempts to communicate with its citizens

Bob Kearsley, acting-editor-in-chief of Television News Productions, said in a replying letter to Mr Vick "I can only assure you that there is no intention whatsoever to exclude the premier of Gauteng from our airwaves. Simply an attempt to achieve a greater balance, based on a simple criterion of newsworthiness"

Mr Kearsley partially conceded that the vote registration of Mr Sexwale should have been covered

"For what it's worth, I think we should have covered the premier's voter registration in Alexandra. The decision taken

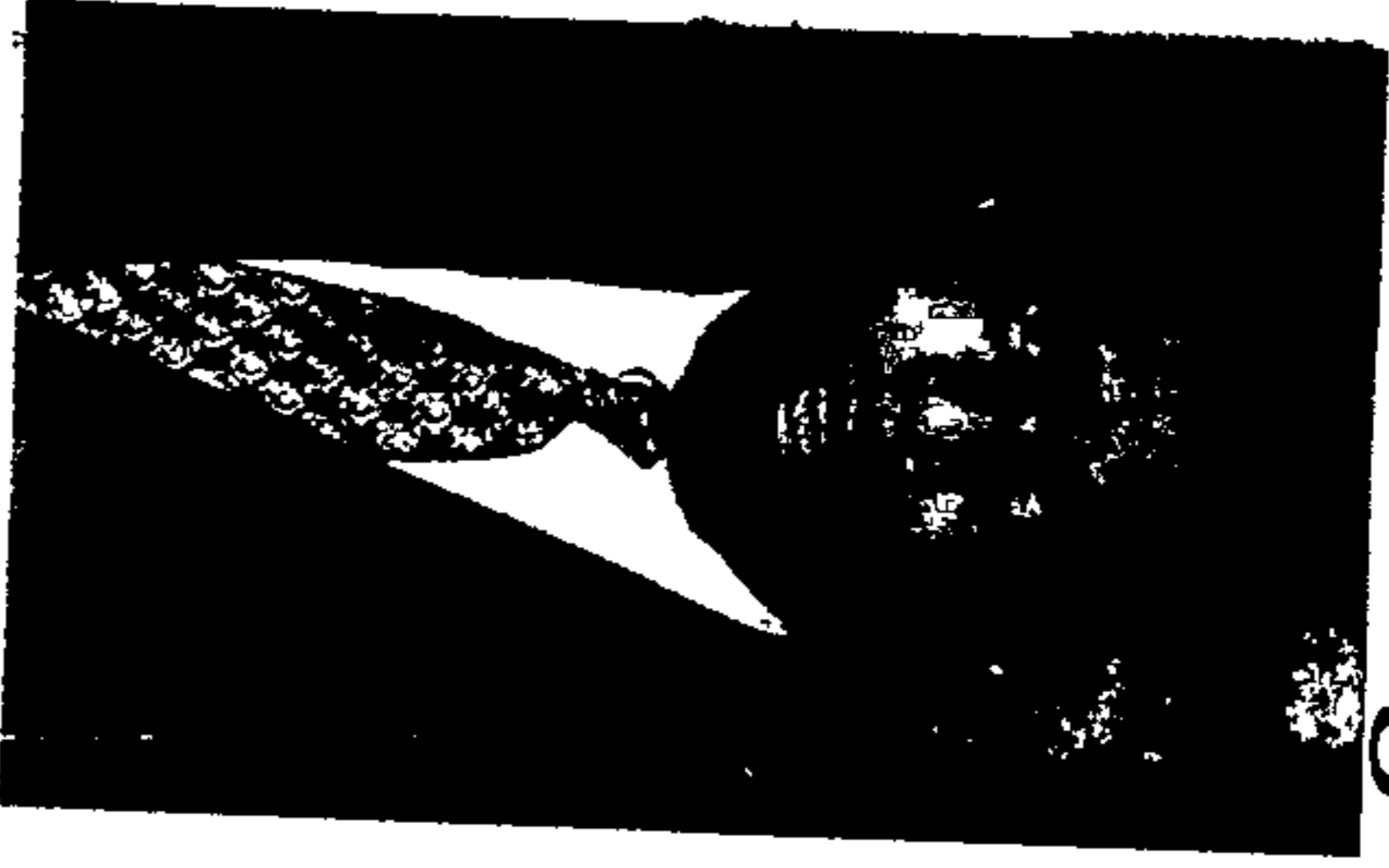
by editors at the time was that it would have then required us to cover all eight other premiers similarly.

"Perhaps it would, but we should have looked more closely at the newsworthiness of the event itself and how it could be tied in with other developments on the day"

Mr Kearsley was adamant that Mr Sexwale was not being ignored. If anything, he had received more than his share

He said for the period from March 1994 until mid-February this year Mr Sexwale had featured on SABC news outlets on 261 occasions and this was more than twice the total air-time devoted to any other premier

Communication directors from all provinces except North-West have since met to formulate strategies to get maximum SABC exposure.



**IGNORED:** Tokyo Sexwale feels he is being ignored.

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# State in bid for its own TV slot

ST 30/4/95 (260)

By EDYTH BULBRING  
Political Correspondent

**THE government has asked the SABC for weekly prime-time slots on television and radio to broadcast its own version of events.**

The proposal is being discussed by the SABC and the government communications head, David Venter, on behalf of Deputy President Thabo Mbeki, because the government is unhappy with the way that it is being presented by the media.

An SABC spokesman said that Mr Venter had used some "persuasive" arguments and the corporation was looking at the proposal.

Mr Venter denied yesterday that the intention was to create a government propaganda channel.

But there are signs that the proposal could unleash a fresh political storm.

The DP, the NP and the IFP greeted the proposal with strong reservations yesterday, saying that it could be abused for propaganda purposes.

"I hope this is not simply a paranoid over-reaction to press criticism and a clumsy attempt to control and manipulate views and information," Tony Leon, the DP leader, said yesterday.

"The government already spends millions of rands of taxpayers' money publishing the official viewpoint on policy. I question the need for this proposal since television and radio already give generous and largely uncritical attention to ministerial statements and policy positions," he said.

Ruth Rabinowitz, an Inkatha senator, said "I am opposed to any form of government takeover."

"The media is already overwhelmingly sympathetic towards the ANC, criticising it only in matters of overt corruption or dissension."

The executive director of the NP's federal council, Fanus Schoeman, said that while the NP recognised the government had a responsibility to communicate with the public, there was a thin line between presenting a government viewpoint and the majority party's viewpoint. Problems could develop, he said.

Mr Venter said that the government needed to have uneditorialised access to the public because the media reported what was newsworthy while the government needed to communicate detail that could be useful.

In an interview with The Star this week, Mr Mbeki said a lot of what happened

in the government was not seen.

"We need to persuade the SABC to allow 30 minutes a week to the government to report what it is doing. The press reports what it thinks is important, but the result is that people don't know what the government has discussed," he said.

Mr Mbeki said the press viewed the government from a hostile position and continuously looked at what was bad and wrong.

"The problem is not what is being written but what is not being written," he said.

Mr Venter, who is the acting director-general of the South African Communication Service, said he

To Page 2 ⇨

⇨ From Page 1

had raised the proposal during exploratory meetings with the SABC after discussions with Mr Mbeki on the importance of finding more ways to disseminate information.

nate information.

"There has been neither a yes or no response and the matter needs to be discussed further with the SABC," he said.

The next step would be to submit a written presentation for discussion to the SABC.

The government wanted a 30-minute slot between 9pm and 10pm on a channel such as NNTV once a week and similar slots on the vernacular radio stations, he said.

The government would also like the SABC to help it with technical skills and facilities, Mr Venter said.

Funding could come from a number of sources. These could include private-sector sponsors, money released by a restructuring of the Communication Service's budget, other government departments' communication budgets and a subsidy from the SABC. Funding would be finalised only when the principle of the venture had been approved.

He said shows could be co-ordinated by the Communication Service and managed by a multi-departmental government committee. Presenters could be press spokesmen.

The model presented to the SABC was the system used in Holland where the government and cultural

and church groups were allocated a certain amount of radio and television broadcasting time each year.

Mr Venter said the pressure would be on the government to use the time slots objectively and accurately, with a view to providing information rather than propaganda.

"We're not trying to create a propaganda channel or create a channel for disinformation," he said.

But, Mr Venter said, given the former government's relationship with the SABC, the proposal should be treated with suspicion, "a critical attitude and a watchful eye."

The SABC's general manager of strategic planning, David Niddrie, said the SABC would examine the proposal in the context of whether it would intrude on the independence of the SABC and the broader question of whether other groups should also be allowed unedited time slots.

"The SABC is not going to do anything that intrudes on its editorial integrity," Mr Niddrie said.

The SABC acknowledged that there were gaps in its coverage of events, he said, but the government's proposal needed to be judged on its merits and not on the holes in the television corporation's coverage.

State in bid for TV slot  
(260) ST 30/4/95



# Storm brews over new 'heavyweight' proposals for TV

By RICHARD McNEILL

THE SABC made an all-out pitch to maintain its position as South Africa's dominant TV broadcaster in a heavyweight submission to the Independent Broadcasting Authority this week — but in the process antagonised Afrikaners and would-be commercial rivals.

Arguing that it needed its current three channels to fulfil its public service mandate and still remain viable, the corporation promised "equitable" treatment of all 11 languages by 1997, a high percentage of local programming to encourage local productions, plus "full spectrum" services on all channels.

If it was reduced to two channels, communications chief Ken Modise told the IBA, the SABC "would be forced back into the racially divided black and white television model of the past".

But the three-channel pitch (see diagram), which gives overwhelming preference to English, caused an immediate outcry among Afrikaans groups who saw it as a further diminution of the status of the language.

According to the SABC submission:

- Channel One, on the expanded NNTV network, will be in English, and carry the SABC's flagship news and current affairs programmes.

- Channel Two, broadcasting on what is now TV1, the biggest network, will be multilingual, with news and current affairs in Zulu, Sepedi and Setswana.

- Channel Three will take over the CCV network expanded to match the reach of TV1. It will carry news and current affairs in Afrikaans, Xhosa and Sesotho as well as bulletins in Ndebele, Seswati, Tsonga and Venda.

Channels Two and Three will also carry some English programmes and English news headlines.

The anger of Afrikaans groups at this apparent sidelining of the language was exacerbated by the SABC's socio-

economic breakdown of the channels, based on findings by researcher Dr Mark Orkin who investigated the preferences of "potential audience groupings on the basis of common interests".

These he narrowed down to three market segments which form the basis of the three channels.

Channel One is aimed at "urban, affluent and better educated" audiences, while Channel Two caters for "national, mainly urban, metropolitan, African" audiences with medium incomes and education. Channel Three, which will carry the majority of Afrikaans programming, is described as providing for mainly "rural viewers with lower levels of education and income".

Dr Orkin's figures also indicated an overwhelming preference for English as the second choice to home-language viewing, with almost no second-choice preference for Afrikaans.

The model prompted sharp questioning at the IBA from councillor William Lane. He said Afrikaans had been "relegated somewhat" and asked "Are you aware of the degree of resentment which this will cause among a powerful and influential part of the population?"

"It will create a storm. How will you deal with that storm?"

Group chief executive Zwelakhe Sisulu replied that the SABC had "dealt systematically" with the Afrikaans issue, and had held continuous discussions and negotiation with Afrikaans groups. "Our decisions are defensible on the basis of factual data," he said.

But the National Party described the proposals as "a slap in the face" for Afrikaans, and the Federasie van Afrikaanse Kultuurverenigings (FAK) called on Afrikaners not to pay their TV licences if the "insulting" proposals were taken further.

The Stigting vir Afrikaans said it was a "total misunderstanding of the Afrikaans viewing public to brand them as lower educated and lower paid rural

ST 30/4/95 (260)



# Why Govt wants prime time TV slot

(260) SW 1/5/95

■ BY PATRICK BULGER  
POLITICAL CORRESPONDENT

A senior government communications official has denied that negative media coverage of the Government had prompted its proposal to the SABC for unedited prime time radio and television slots to "communicate" the Government's views.

Joel Netshitenzhe, communications director in President Nelson Mandela's office, said the Government had an obligation to communicate what it was doing and that several options to fulfil this goal were being explored. "It is an unfair approach to connect two unrelated issues of what kind of coverage we are receiving and the obligation we

have to communicate with the public," Netshitenzhe.

Deputy President Thabo Mbeki, who has been critical of the media on several occasions in the past, told The Star in an interview that the Government wanted to persuade the SABC "to allow 30 minutes a week to the Government to report what it is doing".

Mbeki alleged that the media had opposed the apartheid government in the past but that it now continued to oppose and criticise the Government in the democratic era.

"Never mind the fact that this is now a democratic government, the media continues to treat the Government too as though it was in the nature of the relationship

that you must proceed from hostile positions," Mbeki told The Star.

According to the Sunday Times, the head of the South African Communications Service, David Venter, recently held discussions with the SABC on the issue and the corporation had found his arguments "persuasive".

The Star understands that Mbeki recently met SABC chief executive Zwelakhe Sisulu and that the issue was probably also discussed then.

Neither Venter nor Sisulu was available for comment. The SABC did not comment on the Sunday Times report. Netshitenzhe said the South African Communications Service,

which falls within Mbeki's department, was studying a few international experiences — especially that of the Netherlands — to see how other governments performed their communications task.

Discussions had been held between Mbeki and the liaison officers attached to government ministries on the sort of information that they would be able to make available to such programmes. A formal proposal would be prepared for the Cabinet to consider, he said.

He denied that the proposals were linked to bad publicity about senior ANC figures. However, Mbeki in his interview raised the SABC proposal

in the context of a question about his relationship with the media. He also criticised the corporation for last year ignoring a speech he gave in Parliament and said he had brought his criticism to the SABC's notice.

He was told the speech had been ignored because no other party objected to any of it and it was therefore judged not newsworthy because it would have opened the SABC to criticism that it was carrying ANC propaganda. Mbeki said he found it strange that a deputy president's speech had been ignored.

Since coming into office, Mbeki has fought a running battle with the media which he has accused of not adjusting to new circumstances.

# Privatisation option 'unlikely'

Business Staff

*START 2/5/95 (260)*  
PUBLIC Enterprises Minister Stella Sigcau has slammed the door on hopes for rapid privatisation of South Africa's parastatals

In a speech prepared for delivery today at the top-level Financial Times investment conference in Cape Town, Miss Sigcau downplayed privatisation as a policy option, saying it was at the end of the spectrum of possible measures to restructure state enterprises

"Privatisation will be considered and evaluated against other strategic tools aimed at achieving national, social, economic, political and technological development goals," she told representatives of major local and foreign corporations and investment houses

Restructuring of parastatals would be aimed not merely at raising funds but at promoting the government's drive for

reconstruction and development, she said

The priorities of her ministry's restructuring programme were to redirect the activities of state enterprises to meet the needs of disadvantaged communities and to develop the parastatals' capacity to meet RDP goals

Government funds which had been used to support some state enterprises' activities would need to be diverted to the RDP

Miss Sigcau conceded the possibility only of a partial sell-off of state holdings in Transnet, Eskom and Telkom

"Restructuring to allow for partial sales partnerships can allow for the necessary financial boost and exchange in technological know-how," she said

Other restructuring options under consideration included subcontracting, leasing and changes in the nature of state enterprises' activities, said Miss Sigcau

THE GOVERNMENT WANTS PRIME TIME SLOT

# SABC defends autonomy

CT2/5/95 (260)

**THE** government wants to broadcast its version of events on radio and TV, our **SPECIAL CORRESPONDENT** reports.

**T**HE SABC must retain its independence and autonomy as a public broadcaster, chief group executive Mr Zwelakhe Sisulu said yesterday

Mr Sisulu said the SABC was able to cover all government affairs and was considering several programmes on its own initiative

This included a weekly parliamentary review, which had also been requested by the Speaker of the House of Assembly

Mr Sisulu denied any knowledge of a government request for weekly unedited prime time radio and television slots to broadcast its view of current events

A further SABC commitment to wider news coverage was the establishment of offices in each province "to extend our capacity to cover the whole nation" and to include the rural areas

Mr David Niddrie, general manager of strategic planning at

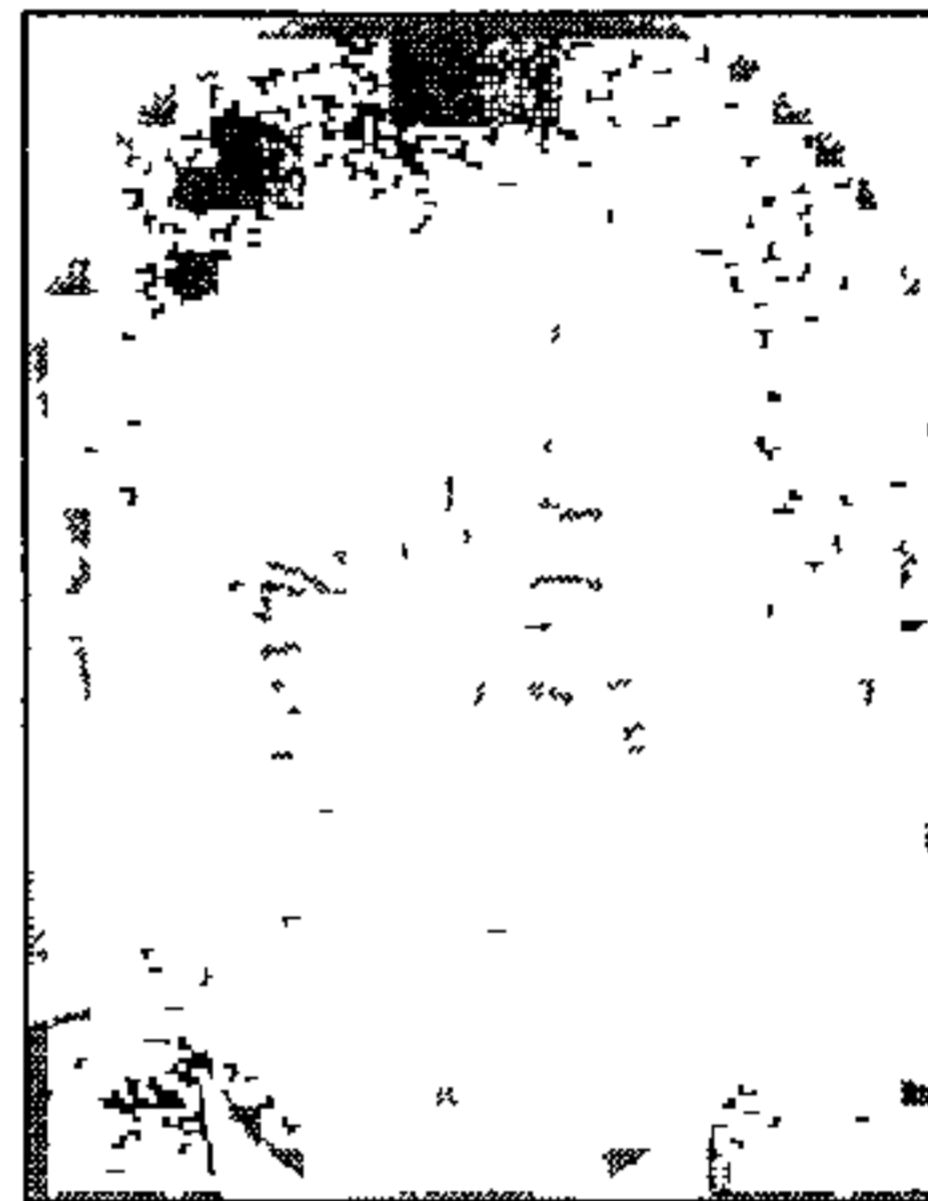
the SABC, said he and some colleagues had met government communications head Mr David Venter last week

Several suggestions from Deputy President Thabo Mbeki were discussed. One of them centred on the prime-time slot

Mr Niddrie said precedents for public access programmes existed elsewhere in the world, including the presidential slots in the US

A specific government complaint about lack of coverage hinged on the opening of a major water project in North West Province, when news reports quoted President Nelson Mandela's opening speech but failed to depict the project and the opening, Mr Niddrie said

But he emphasised that it was vital that providing the government public access would not infringe on the independence or undermine the integrity of the



**INDEPENDENT:** SABC chief group executive Mr Zwelakhe Sisulu

SABC

"The SABC was legally obliged under the previous government to run ministerial statements. After March 30, its current licence no longer contains that obligation," Mr Niddrie said

Mr Mbeki's request comes as no surprise in the light of comments in a recent interview

Mr Mbeki told the political editor of the Star that the government wanted to persuade the SABC "to allow 30 minutes a week to the government to report what it is doing"

Questioned on his lukewarm relations with the media, Mr Mbeki expressed concern that journalists continued to treat the government "as though it was in the nature of the relationship that you must proceed from hostile positions"

He added "The result is to continuously look at what is bad and what goes wrong — which is quite normal when you are treating an apartheid government."

He believed this was the wrong approach to the current government

Mr Mbeki's moves have evoked a flood of criticism from political parties

DP spokesman on broadcasting Mr Peter Leon called the government's request for exclusive coverage "preposterous"



# SABC man clears govt move

GOVERNMENT's request for its own slots on SABC television and radio was not an attempt to take control of public broadcast programming, SABC strategic planning GM David Niddrie said yesterday.

The proposal was "not very controversial" and was a novel idea which the corporation would consider seriously. However, the SABC would take account of its recently won independence and editorial integrity in deciding whether to give government the go-ahead to broadcast.

The proposal needed to be seen in the context that it was no longer a legal requirement for the SABC to air certain government statements. Government had allowed the Independent Broadcasting Authority to redraft the SABC's licence conditions and this had removed all remaining elements of its influence, Niddrie said.

Government was not applying "improper pressure" on the corporation to accept the proposal.

INGRID SALGADO

Government communications head David Venter said the slots were mooted by government recently to allow it to broadcast its own version of current events.

If accepted by the SABC, the weekly programmes would not contain party political propaganda. (260)

They would inform audiences of government policies. (BD 2/5/95)

"Nobody is questioning the media's right to extract what is newsworthy from a story, but there is a lot of content which the general public needs to know to access services," Venter said.

□ Sapa reports that Transvaal Agricultural Union president Dries Bruwer said in Pietersburg yesterday that President Nelson Mandela should dismiss SABC board members who "blatantly disregard the right of Afrikaans".

● Comment: Page 8

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● Comment: Page 8

# Govt TV/radio slots under fire (260)

■ BY SHIRLEY

WOODGATE

SAW 2/5/95  
The Government's "preposterous" request for a weekly slot on prime time television and radio should only be met if all political parties were granted access in proportion to their parliamentary strength, the Democratic Party has said.

The DP's reactions follow confirmation by David Niddrie, general manager of strategic planning at the SABC, that he met the Government's communications chief, David Venter, last week to discuss suggestions from Deputy President Thabo Mbeki.

One centred on a weekly, prime time broadcasting slot for the Government to inform the nation directly as a complement to media coverage.

The suggestion has led

to a flood of criticism, with the DP spokesman on broadcasting, Peter Leon, saying the SABC should not be used as a propaganda vehicle.

"If the entire news media chooses to ignore a government statement, that is its prerogative," Leon said.

The other members of the government of national unity, the National Party and IFP, do not support the proposal. The NP's federal council executive director, Fanus Schoeman, has warned that there is a thin line between presenting a government viewpoint and that of the majority party. And the IFP says the media is already overwhelmingly sympathetic to the ANC.

The Freedom Front has labelled Mbeki's proposal "red lights of a one party state and political dictatorship".

Niddrie said prece-

dents for public access programmes already existed elsewhere in the world, including the presidential slots in the United States and "Posbus 51" on Dutch television.

A specific Government complaint about lack of coverage hinged on the opening of a major water project in North West Province when news reports quoted President Nelson Mandela's opening speech but failed to depict the project and the opening, Niddrie said.

But he emphasised that it was vital that such a move would not infringe on the independence of or undermine the integrity of the SABC.

"The SABC was legally obliged under the previous government to run ministerial statements. After March 30 its current licence no longer contains that obligation," Niddrie said.

SABC chief group ex-

ecutive Zwelakhe Sisulu denied yesterday any knowledge of a Government request for weekly unedited prime time radio and television slots to broadcast its view of current events.

Sisulu said the SABC was in a position to cover all Government affairs and was already considering several programmes on its own initiative, including a weekly parliamentary review which had also been requested by the Speaker of the House of Assembly.

He stressed it was vital that the corporation should retain its independence and autonomy as a public broadcaster.

Mbeki's request comes as no surprise in the light of comments in a recent interview with The Star's political editor Kaizer Nyatumba and political correspondent Patrick Bulger.



# Head of Transnet says 'no' to privatisation

## Business Staff

TRANSNET managing director Anton Moolman has poured cold water on arguments for the privatisation of the parastatal, saying it would yield few benefits that had not already been produced by commercialisation.

He was speaking yesterday at the Financial Times investment conference in Cape Town.

It was wrong to assume

that the sell-off of a Transnet division such as South African Airways would raise substantial sums of money for the government because the proceeds of such a sale should go to Transnet to help service the gaping deficit in its pension fund, Dr Moolman said.

Down-playing the value of privatisation, Dr Moolman said private shareholders could adopt a short-term approach and put pressure on

Transnet's management to produce quick profits at the expense of the corporation's long-term health.

Also, it would be "no good" to sell Transnet to a single buyer.

"South Africa needs fewer conglomerates and less concentration of wealth, not more".

Transnet's five-year commercialisation experience

had been a success, Dr Moolman said.

The pressures of competition had resulted in a dramatic increase in productivity, and employee numbers had dropped from 172 000 in 1990 to the present 116 000.

During the same period, net annual operating profit had grown from R700 million to R2,1 billion — but R2 billion a year was needed to service the pension fund deficit

(260)

(271)

(283)

ARG 3/5/95

# SABC rethink TV, radio, chat

□ She's

ARG 4/5/95 (260)

The Argus Correspondent

JOHANNESBURG. — The SABC has begun back-tracking after criticism of plans to restructure television and radio, and of the government's desire for prime-time television slots.

The SABC board said in a statement the language dispensation for the proposed three television channels would be reconsidered, the controversial SAfm radio service would be adapted "to meet audience needs" and that it had not been asked for air time by the government.

If it was asked for air time, it would be considered "in the light of the SABC's responsibilities, duties and independence as a public service broadcaster"

The board had also "noted concerns" by listeners about the new format of SAfm radio, which replaced the former English radio service earlier this year.

"This change should be seen as an ongoing process, and the SABC, in dialogue with its listeners, will remain open to adapting formats and content to meet audience needs."

On the restructuring of television, the board said, although it had endorsed the proposal put to the Independent Broadcasting Authority (IBA) for three channels, the "detailed content, character and language utilisation" of the channels still had to be determined.

The board and the SABC's management would discuss the proposals at a meeting next month, and revised proposals would be submitted to the IBA.

The board was reacting to a storm of criticism after the SABC announced plans to relegate Afrikaans to the proposed Channel 3, which would be aimed at rural, mostly female, viewers with low education and income levels.

The channel was scheduled to carry local sitcoms and dramas, local variety/quiz and music programmes, news, overseas soaps, dramas and feature films, and the highest level of local content of the three channels.

Prime time news would be in Afrikaans, Xhosa and Sesotho, with shorter bulletins in Ndebele, Seswati, Tsonga and Venda, and headlines in English.

Banking group ABSA and insurance giant Sanlam both threatened to review their advertising with the corporation, valued at millions of rands.

Afrikaanse Taal en Kultuur Vereeniging (ATKV) managing director Frits Kok supported the threats to withdraw advertising, saying Afrikaners represented a large segment of buying power.

# 'New TV channel will oust SABC' (260)

27/4/95

**CHRIS BATEMAN**  
POLITICAL STAFF

THE SABC would have to stop broadcasting in the Western Cape within two years once an independent TV channel was set up to properly serve the province, Premier Mr Hernus Kriel said this week.

Answering a question by Finance Committee chairman Mr Arnold de Jager (NP), Mr Kriel said he had spoken to "interested parties" who had predicted they could do the SABC out of business within a year or two.

"I don't want to mention names but there are other (neighbouring) provinces that would be interested in a joint venture with us because they have the same problem with no coverage," Mr Kriel added.

He said the project was "totally viable". "My belief is that there is room for an independent non-political channel which will trans-

mit in the province, taking into account the language differences in the Western Cape and the 64% of civilised people who speak Afrikaans here," he said.

The service would incorporate a comprehensive news service.

In a debate on the SABC's new language policy yesterday, Dr Quarta du Toit (NP) said Afrikaans speakers were described by the broadcaster as "more rural, lower level of education, low income and mostly women".

## Insult

"Their (the SABC's) language policy is the biggest insult ever for mother-tongue speakers, but especially for Afrikaners and women who are stereotypically classified."

Dr Du Toit said she would not blame Afrikaners, who formed the largest section of the province's people, if they did not pay their television licence fees.



# Sanlam may

## pull TV ads

CT 4/5/95 (260)  
INSURANCE giant Sanlam is to reconsider its multi-million rand commitment to television advertising after the proposal to shift Afrikaans to a channel for viewers "with low education levels"

Sanlam's senior communications manager, Mr Herman Engelbrecht, said yesterday the decision was "purely business" and had "nothing to do with the controversy about language"

"We use a certain medium to reach our target market. If that medium changes and focuses on a different target group then obviously we have to reconsider how we spend our advertising budget"

Absa group executive director Mr Nallie Bosman said "We need to reach our Afrikaans sector using an appropriate medium. If we find Afrikaans people are not watching television anymore, what point is there advertising on television?"

The board of the SABC yesterday took the first steps to try to control damage over the issue when they agreed to discuss it with management next month. — Staff Reporter, Special Correspondent

● See Page 5

# Radio Donkerhoek defies Government

(260) STAY 445/98  
BY MICHAEL SPARKS

A week after being raided by the police for broadcasting without a licence, Radio Donkerhoek is still broadcasting across a large area — and it plans to continue doing so.

According to Johan Dorfling, the chairman of Friends of Donkerhoek, who said he was also the spokesman for the station which is based east of Pretoria, the station went on air again the night after the police raid on Wednesday after complaints from the Independent Broadcasting Authority.

Dorfling said on Tuesday that the station was broadcasting legally since the ANC Government, and hence the IBA, were a *volksvreemde* (alien) idea which they did not recognise.

He added that since the Afrikaner volk (nation) had not been consulted about whether they wanted to take part in the election, they did not recognise the

Government.

And since each volk had the right to freedom of speech, they were entitled to continue broadcasting their music, cultural programmes as well as interviews on political and cultural issues, without hindrance.

According to Dorfling the station's signal reaches as far afield as Warmbaths, Witbank and Vereeniging, as well as the East and West Rands.

IBA councillor William Lane said that he was aware that the station "had continued to broadcast illegally and defiantly", but added that the police were handling the matter.

One of the investigating officers who took part in Wednesday's raid said that the police had not confiscated any of the broadcasting equipment, after rightwinger Willem Ratte, who runs the station, locked himself in a cellar and vowed to kill himself if equipment was confiscated.

# SABC to rethink radio, TV changes

(260)

## STAFF REPORTER

The SABC has started backtracking on three fronts after the criticism of its plans to restructure television and radio programmes.

The SABC board said in a statement yesterday that its language dispensation for television would be reconsidered while the SAfm radio service would be adapted "to meet audience needs".

It added that the corporation had not received a formal request for prime air time from the Government — a proposal that has become the latest controversy to embroil the public broadcaster.

The board said if the SABC received such a formal request, it would be considered "in the light of the SABC's responsibilities, duties and independence as a public service broadcaster".

The board had also "noted concerns" expressed by listeners about the new format of SAfm radio.

Although the board agreed that the station needed "a new sound consonant with modern realities", it felt the concerns of existing listeners should be taken into account.

"This change should be seen as an ongoing process, and the SABC in dialogue with its listenerships, will remain open to adapt formats and content to meet audience needs".

About television, the board said although it had endorsed the proposal put to the Independent Broadcasting Authority (IBA) for three channels, the detailed content, characterisation and language utilisation still had to be determined.

The board and management would discuss the proposals at

► To Page 3

## SABC has second thoughts

◀ From Page 1

a meeting next month, and revised proposals would again be submitted to the IBA.

The board was reacting to a storm of criticism after the SABC had announced plans to relegate Afrikaans to the proposed Channel 3, which would be aimed at rural viewers with low income levels.

Both Absa and Sanlam

threatened to review their advertising with the corporation, valued at millions of rands.

Afrikaanse Taal- en Kultuurvereniging managing director Dr Frits Kok said he supported the threats to withdraw advertising, saying Afrikaans represented a large amount of buying power in the market.

Federasie van Afrikaanse Kultuurverenigings head, the Rev

Henno Cronje, said the categorisation was "a blatant insult".

If the SABC did not react, Afrikaners would have to take civil disobedience measures such as non-payment of licence fees, he said.

AWB spokesman Fred Rundle said an AWB meeting in Rodepoort this evening would discuss a programme of action against the SABC.

(260) Star 4/5/95



# Right-wing radio defies the IBA

WIM 5-11/5/95 (260)

Jan Taljaard

**L**ESS than a day after a police raid last week, rebel radio station Radio Donkerhoek defied the Independent Broadcasting Authority (IBA) by going back on the air. The defiant right-wing broadcaster sprung into action once more from the same cellar in which station chief Willem Ratte last Wednesday threatened that the station's equipment would only be removed over his dead body.

Ratte is due to appear in court towards the end of the month on charges of trespassing relating to the right-wing occupation of Fort Schanskop in December 1993.

The management celebrated their defiant return to the airwaves with the introduction of a new phone-in programme in which two journalists from the far-right discussed current news issues.

A high-point of the programme occurred when a caller complained about the dubious racial origins of an Afrikaans singer whose song was played to fill in a break.

The location of the cellar-based "headquarters" had long been an open secret, even outside right-wing circles, and police ostensibly only acted after receiving a complaint from the IBA. Although nobody would openly admit to it, the sudden raid had in all probability more to do with the fact that a licence was recently granted to original rebel station Radio Pretoria.

The station resumed broadcasts on Sunday after being off the air for exactly a year — this time with the blessing of the IBA. Radio Donkerhoek, by contrast, passed over the opportunity to take the legal route of applying for an IBA licence.

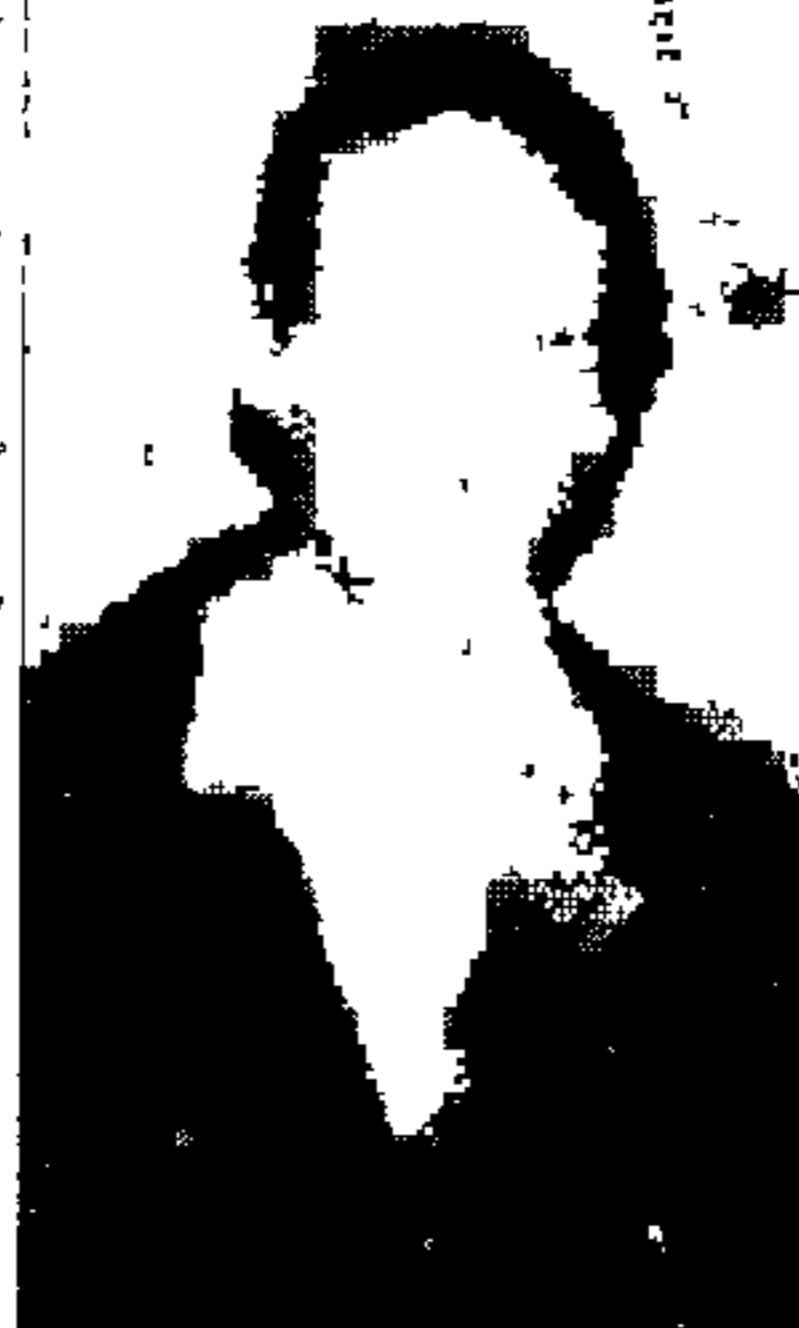
But, while the Radio Donkerhoek staff may feel sufficiently fortified within the stone-walled confines of their bunker, the police may shortly have to act against the station again, depending on a decision by the attorney general.

When police and defence force units raided the station last week, Ratte, his four year old daughter and two other people locked themselves inside. As helicopters circled overhead, Ratte threatened that the equipment inside the cellar would only be removed over his dead body.

A stand-off and, some say, potential bloodbath, was resolved when police offered to withdraw on condition that they will open a docket investigating the goings on at Radio Donkerhoek.

Police were also allowed to videotape and photograph the interior of the cellar before withdrawing.

Police spokesman captain Dave Harrington this week said the investigation is continuing and that the docket will next week be handed to the attorney general for his decision.



Over my dead body: Radio Donkerhoek's Willem Ratte in his cellar

ISCOR — 1

# All fired up

(260)  
FM 5/5/95

**Steel giant** Iscor has lodged a R400m legal claim against a consortium of insurers led by Guardian National. The claim follows a serious fire at Iscor's Newcastle steelworks early last year, when a blast furnace suffered a hearth burn-through.

The R400m includes damage to equipment, loss of production and of earnings. Though the furnace is now up and running, MD Hans Smith says Iscor suffered losses in the 1993-1994 and 1994-1995 financial years.

Insurers are disputing the size of the claim, which Guardian National MD Keith Nilsson says is heavily reinsured in SA and overseas.

The burn-through caused a loss of production of about 400 000 t of iron destined mainly for the export market. Ironically, just before the accident, the furnace had been relined at a cost of R149,2m.

In terms of its policy, Iscor is responsible for the first R50m of any cost incurred.

Failure to resolve the dispute led to Iscor issuing a summons against the insurers in February this year and a response to its papers is expected by the end of May. The litigation is expected to be lengthy and costly.

Profitability at the Newcastle works came under pressure in August and Iscor was forced to shed 1 500 workers from its staff complement of 6 000. The burn-through also put pressure on an all-out drive by the company to reduce costs by R1bn — a programme undertaken to refocus all of the steel group's operations on cash management in a bid to reduce borrowings.

Temporary repairs to the furnace had it producing at 70% of capacity for part of the year but the stop-start nature of the running maintenance still cost the company a lot.

Iscor says the furnace is fully back on station and producing at the rate of 5 200 t-5 400 t of liquid iron a day.

With local and world demand running at strong levels, the recommissioning could not have come at a more opportune time. Local and international steel prices remain buoyant and demand is good. The latest estimates by Japanese mills suggest that the Kobe earthquake will add 3 Mt of steel demand over the next two years. The steel will be required for reconstruction of infrastructure, rebuilding of homes and for

indirect demand such as earthmoving equipment.

The sharp increase in Japanese steel imports has led to a tightening in markets throughout the Far East, with hot and cold rolled sheet prices rising by as much as



**Nilsson** heavily reinsured overseas



**Smith** wants full recompense

US\$30/t during the past month. Hot rolled sheet is now selling at \$480/t-\$500/t and cold rolled is fetching \$550/t-\$560/t.

One steel analyst says demand throughout the Far East has picked up and is showing steady growth.

The sharp cutbacks seen in Commonwealth of Independent States production from about 140 Mt to 80 Mt a year will also benefit SA steel exports. ■

ISCOR — 2

## Opponents at bay

**Iscor's proposal** to build a R3,6bn steel mini-mill at Saldanha Bay on the ecologically fragile West Coast has grown into a battle involving residents, environmentalists and the marine and tourism industries.

Saldanha Bay and the adjoining Langebaan Lagoon are popular holiday destinations which fall under the international Ramsar Wetlands Convention signed by SA in 1975. The lagoon and adjacent West Coast National Park are also monitored by World Wildlife Fund SA, which has bought 14 farms for consolidated protection.

Concerned parties say the dispute is not over the mill but its proposed location. Most welcome the establishment of the plant but a growing number argue the site should be moved about 10 km inland.

A CSIR environmental impact study commissioned by Iscor found that, with reservations, the plant will not unduly harm the environment. Another CSIR study on

the mill's effects on the harbour, which will have to be re-dredged and the pier extended to take extra traffic, is under way.

But National Parks Board CE Robbie Robinson opposes these findings, arguing that the establishment of the mill will have a substantially negative effect on the environment.

Saldanha Steel chairman Bernard Smith, who hopes the land will be rezoned within a month, says the inland site would prejudice the mill's competitive advantage over steel-makers whose plants are close to shipping facilities.

He says extra transport and storage facilities will raise operating costs by R50m a year. The plant will cover 80 ha and 220 ha will be needed for waste material disposal. A flare stack visible for kilometres will be used to burn off noxious gases.

Says Smith "The plant would process premium-grade steel worth US\$380/t from iron ore worth between \$15/t and \$25/t. It will mean 600 jobs in the facility (some skills will have to be imported) plus subcontracting jobs for 1 500 in the long term, in an economically depressed area."

But Sea Harvest MD Louis Penzhorn, whose company employs 2 000-3 000 people, says the possibility of increased pollution will put the development of the region's growing fishing industry at risk. "This threatens the jobs of those already employed and the 2 000 posts we expect to create."

Captour CE Gordon Oliver says tourism on the West Coast will almost certainly be threatened by the plant's planned location. This view is shared by Mykonos MD Donald Slade whose timeshare holiday resort is near the proposed site. "For environmental reasons, we have objected to the local authorities. We are not against the plant but the site." ■

MAIZE INDUSTRY (3) MAIZE

## Chaffing at the bit

FM 5/5/95

**Consumers are** about to pay a heavy initial price for the freeing of SA's maize industry. Industry officials are warning of a possible 30% leap in white maize meal prices.

The just-completed abolition of controlled maize marketing, takes place against the backdrop of a disastrous maize crop of 4,5 Mt. Even allowing for last year's 1,7 Mt surplus, at least 600 000 t of maize still has to be imported.

But, says independent consultant Johan Willemse, farmers cannot be blamed. Free market forces will determine price. "The



abolition of import permits and introduction of tariffication means that import parity will control price moves," he says

Tiger Oats CE Hamish McBain says some farmers, who last year received about R395/t for their maize, are looking at the R680/t white maize import parity price and are bargaining for a producer price of about R600/t "But they must beware the risk of driving consumers away by pricing themselves out of the market, especially as per capita consumption is dropping"

National Association of Maize Producers Organisation (Nampo) chairman Cerneels Claassen says white maize producer prices should be about R550/t "at the farm gate," while yellow maize should sell for about R470 and above He suggests farmers retain a portion of their crops as a bargaining chip in later price negotiations

Still to be resolved is the final decision on import tariffs, being considered by the Ministry of Trade & Industry following an undisclosed recommendation by the Board on Tariffs & Trade (BTT)

BTT chief director Alwyn Kraamwinkel says the board received tariff applications from Nampo and the Animal Feed Man-



**Davel** *uncertainties in new system need to be cleared up*

ufacturers' Association (Afma) Afma asked for a zero tariff if the global price is above US\$109/t, with a 5% tariff below that, while Nampo asked for zero on prices of \$115/t and above, increasing to 10%, 20% and 40% duties as prices cascade from \$110/t down to \$95/t and below

FR Waring International Commodity Traders MD Christopher Berry says the BTT will have to speed up the tariff process, as ships containing 100 000 t of imported maize are expected to dock at Cape Town early this month with a further 100 000 t arriving early June

This year, the formerly all-powerful Maize Board will have very little to do It will no longer be involved in local marketing, while its single-channel surplus

export role (based on a floor price scheme and producer levies) is non-existent in a shortage year So it will have no option but to downscale its operations

Farming co-operatives face the change from being mere storage and handling agents to becoming competitive players in selling, importing and renting silo space to bidders in the local market And local and international grain merchants and agents, formerly limited to dealing with the board on a fixed price basis, will have a free hand in the local market

Senwesko CE Hennie Davel says uncertainties in the new system which still need to be cleared up include co-operatives handling their own exports, the powers of the Maize Board and of the Minister in the new system, tariff rulings and the pricing mechanism

McBain warns that some multinational traders will attempt to profiteer by cornering the "short" market and buying up scarce white maize stock with the aim of making speculative profits at a later stage

Regarding the role of the SA Futures Exchange (Safex) agricultural marketing division, which aims to offer trading facilities in forward maize contracts by June and futures maize contracts at some later stage, McBain says the SA market is probably too small for the creation of proper hedging tools But, says Willemse, "Safex contracts may well do the job, as more and more parties start trading into the future We need this type of hedging mechanism"

**AGRICULTURAL BOARD**

**The right to export**

*FM 5/5/95*

**Fierce lobbying** is taking place behind parliamentary doors as SA's agricultural boards fight to hold on to power But one of those powers — the boards' monopoly on exports — could be unconstitutional

In terms of the Marketing Act of 1968, the boards follow a single-channel marketing scheme for exports All produce is pooled and handed over to the boards, who sell it on international markets

The scheme is compulsory for all producers who want to export But section 28 of the 1993 constitution guarantees the right to property, including the right to dispose of the property

It's a right that also applies to foreigners (owning property) and juristic persons according to chapter 3 of the constitution — the chapter containing the Bill of Rights section 28(2) does permit deprivation of these rights if it's in accordance with the law But for that to happen, this deprivation must be "reasonable," "justifiable in an open and democratic society based on freedom and equality," and "shall not negate the essential content of the rights in question"

The boards are also likely to argue that

the limitation on ownership is justifiable considering their past successes in marketing SA produce overseas They argue that the pooling arrangements, in particular, benefit farmers by creating economies of scale and bargaining power — an argument that would, however, still hold true for a voluntary marketing arrangement

Farmers, however, are increasingly questioning the need for the single-channel marketing system in a post-sanctions era

Many — eager to exploit the lucrative offers to export produce independently — are willing to shoulder any risks involved in direct deals They are also beginning to question the returns yielded by centralised bureaucracies which seem incapable of flexibility in an international marketplace which needs quick decision-making

Theo Moolman, of the Independent Citrus Growers' Association, says of Outspan's marketing efforts in Europe "Yields of only 6% on retail prices are simply not acceptable They should be closer to 25% Judging from the numerous requests we receive to export, it's clear that Outspan is simply not keeping up with international demand It's particularly disheartening to hear that buyers end up sourcing fruit from Chile while the Citrus Board refuses us permits to supply these markets"

A recent Ciskei Supreme Court case, however, offers some promise The judge in *Qokose v Chairman, Ciskei Council of State and others 1994 (2) SA 198 (CK GD)*, referring to the international acceptance of limitations on fundamental rights, stressed that the onus of establishing the constitutionality of these limitations rested with the State

Suggesting that a high degree of proof is required, the judgment speaks of "the limitation being demonstrably justified in a free and democratic society" and being of "sufficient importance to warrant overriding a constitutionally protected right" The limitation must also not be "arbitrary, unfair or based on irrational considerations"

The boards, as arms of government, are also subject to administrative law and the concomitant responsibility to follow due procedure — a consideration that should make them think twice about refusing permits to export without supplying reasons for their decisions

**JAPAN**

**A loan at last**

*FM 5/5/95*

**The view** of some Japanese corporations that it's too soon to make fixed investments in SA is not necessarily shared by the Japanese government, says an official

Hakuo Yanagisawa, Japan's parliamentary vice-minister for foreign affairs, says the fact that proffered economic aid includes government investment guarantees, is proof that Tokyo sees SA as a viable investment destination



# Provinces plan assault on SABC

WMS-11/5/95

(260)

Provincial governments may be on the verge of bypassing the IBA, reports **Justin Pearce**

**P**ROVINCIAL governments, furious at being sidelined by SABC television coverage, are planning to hit back at the Auckland Park monolith.

Representatives of eight of the nine provinces met last month in Ukhundl to discuss their unanimous concern that the SABC is kowtowing to central gov-

ernment while ignoring the work being done at provincial level. The meeting has resulted in a discussion document which will be presented to the Premiers' Forum — a meeting of the nine provincial leaders — later this month. While the various provinces differ on the details of what is to be done, they agree that some sort of action is necessary — be it pressuring the SABC, or setting up provincially-based public broadcasters independent of the SABC.

Raymond Louw of the Freedom of Expression Institute expressed the fear that the rumblings from the provinces represented yet another attempt by gov-

ernment to shoulder in on broadcasting — comparable to Deputy President Thabo Mbeki's desire to secure airtime for the government to state its views. But Gauteng government representative Chris Vick and North-West Public Media MEC Rani de Wet both insist that the provincial governments have no intention of assuming control over broadcasting.

Other provinces have reservations about this idea, because of the costs of duplicating structures and the complications involved in the delimitation of powers between the provincial IBAs and the existing national structure. Vick maintained that if the issue of provincial coverage is not resolved soon, provincial governments might succumb to the temptation of doing deals with the private sector.

The nuts and bolts of provincial broadcasting have yet to be tightened. One issue is the mismatch between the Broadcasting Act, which established the IBA as a national regulator of broadcasting, and Schedule Six of the Constitution, which names provincial public media as one area where provincial governments have authority.

The Western Cape government appears to support the idea of provincial IBAs, which would govern and regulate broadcasting in each province.

He said business interests had already offered certain provinces a deal whereby the broadcaster would grant the government a specified proportion of airtime, in exchange for exclusive regional broadcasting rights in the province. The result would be a cocktail of commercial trash interspersed with PW Botha-style speeches by premiers.

Force throughout the war and air  
was stationed near London and hac

## 'SAfm did not heed advice<sup>(260)</sup> of Academy'

JOHANNESBURG. — The "bungled" launch and "feeble performance" of SAfm might have been avoided had advice by the English Academy of Southern Africa been heeded.

"The academy had not wished to spring precipitately into the current public debate but has been noting the various attitudes expressed," it said in a statement yesterday.

"The launch was undoubtedly bungled through haste and lack of training

ARG 6/5/95  
"The problem is not so much one of accent as of intelligent reading and this applies to both white and black announcers."

The academy said SAfm announcers "could not relate punctuation to meaning, they gabbled and wavered, did not appear to understand what they were reading, stumbled over difficult words, misplaced stress, had no sense of intonation patterns and no style in their delivery.

"They clearly had no professional training, which should have been the SABC's prime responsibility"

The statement queried the selection criteria for announcers.

IT  
JR



# Stir(ring) broadcasts

■ Prison radio is a concept which could place Pollsmoor in the forefront of national prison reform and may prove to be a valuable rehabilitation tool

**ADELE BALETA**  
Weekend Argus Reporter

IT will be jailhouse rap at Pollsmoor soon when the prison starts broadcasting music, talk and advice shows on its own internal communication system

"Radio Pollsmoor", which initially will be an internal intercom system, could eventually be developed into an FM service

A project to start an internal broadcasting service is underway at the prison and the Correctional Services' department of education and training says it is merely awaiting management's rubber stamp on the proposals

Radio Pollsmoor would initially be aimed at juveniles between the ages of 18 and 21 and its main purpose would be to improve young inmates' communication and decision-making skills

The prison radio project could help bring Correctional Services to the forefront of international prison reform

After an assessment period the pilot radio project in the juvenile section would link up to all sections of the prison — and it is hoped it would be introduced to prisons nationally. A similar internal radio system is already being investigated for Leeuwkop Prison in Gauteng

Correctional Services' director of education and training, Brigadier Khulekani Sithole, said the radio project was aimed at "meaningful rehabilitation of juvenile inmates"

"Once the proposals before management, which have been accepted in principal, are passed we would look into sending a team to Feltham Youth Prison in the United Kingdom to study the prison radio system there"

Radio Pollsmoor, first mooted by Mr Don Pinnock of the Institute of Criminology at the University of Cape Town is a joint venture with the Department of Correctional Services, Nicro and Bush Radio, a community radio service

Mr Pinnock says "It's punishment to be sent to prison, but denying juvenile inmates constitutional rights is double punishment. Prisons should be about meaningful rehabilitation, transformation, training and re-socialisation"

Radio was a dynamic medium and an effective way to entertain and educate people who had few or no literacy skills

Inmates would have the chance to become programme contributors, producers and broadcasters — equipping them with the necessary skills for employment in broadcast journalism once released

Mr Pinnock said a long-term goal would be to acquire a shortwave transmitter and broadcast to the broader community from behind the prison walls

Money had been received from the Dutch government to set up a studio inside the prison, said Mr Pinnock

A radio committee including inmates would be formed to build the station and decide on programme content

"The idea is that the inmates own the radio station," he said

Bush radio programme manager Mr Shamiel Adams, who will be involved in training, said music was a major factor in the lives of young people. Rap music is enjoyed by the majority of inmates. "We will use music as a launch pad to search for people who could be used on the air"

"The idea is that the internal radio would give inmates a platform from which they can express themselves, their emotions and ideas"

"Inmates move in cliques and gangs inside prisons and at the end of the day there is no neutral ground or a body that looks into their concerns"



■ JAILHOUSE JOL: Pollsmoor Education Officer Captain Maggie Schaup, right, and Bush Radio anticipate "Radio" Pollsmoor

## IBA blasted for beating about

Weekend Argus Reporter

CAPE TOWN's Bush Radio lashed out at the Independent Broadcasting Authority for the delay in granting them a temporary broadcast licence

In a strongly worded letter to the IBA, the community radio station's manager, Farah Moosa said funders had become fed-up with waiting for the station to become legal and wanted proof that it was in line for a licence

Mrs Moosa said reasons given by

the IBA for tardiness in allowing the majority of radio stations to go on the air in the Cape Metropolitan areas were "unacceptable". One of the reasons given was that Table Mountain caused technical problems

"The IBA's concerns about technical problems in the area as a result of Table Mountain showed a lack of foresight. The mountain has been around for a long time and ways to solve the problem should have been looked into a long time ago"

She said Bush Radio would not be

affected by the mountain because of the use of directional antennas

Furthermore, she found "strange" that Radio Fish which operated in the shadow of the mountain, had been granted a rare licence recently

"It appears the IBA cannot stand the idea of having a multi-million rand community radio able to compete with a commercial public broadcaster"

"Judging by licences elsewhere, the IBA is sticking to its

## Involve NGOs in education - Carolus

Weekend Argus Education Reporter

THE government should start to consider the role which non-governmental organisations can play in South African education, says ANC deputy secretary-general Cheryl Carolus

Speaking at an open day at the Uluntu Centre in Guguletu, where NGOs were displaying their services to schools yesterday, Ms Carolus said the government was not in a position to deliver immediately on all education needs and demands

But, it would be foolish of them to ignore the opportunities presented by NGOs

Ms Carolus said South Africans' high expectations were acceptable

## Steel giant awaits rezoning

WILLEM STEENKAMP  
Weekend Argus Reporter

STEEL giant Iscor hopes to receive the go-ahead at the end of this month for its controversial multi-billion-rand steel project near Saldanha Bay, in spite of strong resistance from many residents and environmentalists

Iskor has applied for the rezoning of the land from agricultural to industrial, and a final decision is expected from the Western Cape Regional government by the end of this month

Environmentalists have expressed serious concerns about

the possible pollutant plant to the ecologically sensitive Langebaan Lagoon

Alex Holmes, spokesman for Iscor, said it was people generally want the project to go ahead. The huge economic development and job creation expected from the project is not economic

"The point is that people want the project to go ahead. The huge economic development and job creation expected from the project is not economic

"Some people are concerned about pollutant

ARLT 6/5/95

(150)

(18 919)

ARLT 6/5/95



(260) ARK 6/5/95



Picture ANDREW INGRAM, Weekend Argus  
JAILHOUSE JOL: Pollsmoor Education Officer Captain Maggie Schaup, right, and Bush Radio programme manager Shamiel Adams anticipate "Radio" Pollsmoor

# IBA blasted for beating about the bush

Weekend Argus Reporter

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the IBA for tardiness in allowing the majority of radio stations to go on the air in the Cape Metropolitan areas were "unacceptable" One of the reasons given was that Table Mountain caused technical problems

"The IBA's concerns about technical problems in the area as a result of Table Mountain showed a lack of foresight The mountain has been around for a long time and ways to solve the problem should have been looked into a long time ago"

She said Bush Radio would not be

affected by the mountain because of the use of directional antennae

Furthermore, she found it "strange" that Radio Fish Hoek, which operated in the shadow of the mountain, had been granted a temporary licence recently

"It appears the IBA cannot understand the idea of having a medium-to-large community radio station able to compete with a commercial or public broadcaster

"Judging by licences dished out so far, the IBA is sticking to small, lo-

cal, black, indigenous stations - most of whom do not even have equipment - and white Christian Evangelical and even right wing stations"

Bush Radio was managing to make ends meet, but unless the IBA made a decision soon it was likely the station would face a financial crisis

Members of Bush Radio attended a public hearing on March 15 and were told that a decision would be made by mid April

## Involve NGOs in education - Carolus

Weekend Argus Education Reporter

THE government should start to consider the role which non-governmental organisations can play in South African education, says ANC deputy secretary-general Cheryl Carolus

Speaking at an open day at the Uluntu Centre in Guguletu, where NGOs were displaying their services to schools yesterday, Ms Carolus said the government was not in a position to deliver immediately on all education needs and demands

But, it would be foolish of them to ignore the opportunities presented by NGOs

Ms Carolus said South Africans' high expectations were acceptable

## Steel giant awaits rezoning green light

WILLEM STEENKAMP  
Weekend Argus Reporter

STEEL giant Iscor hopes to receive the go-ahead at the end of this month for its controversial multi-billion-rand steel project near Saldanha Bay, in spite of strong resistance from many residents and environmentalists

Iscor has applied for the rezoning of the land from agricultural to industrial, and a final decision is expected from the Western Cape Regional government by the end of this month

Environmentalists have expressed serious concerns about

the possible pollution danger of the plant to the ecologically sensitive Langebaan Lagoon area

Alex Holmes, spokesman for the Iscor, said it was clear that people generally wanted the steel project to go ahead because of the huge economic benefits and job creation expected from the development and other fringe industries

"The point is that people do not want the project cancelled, they merely want the plant moved further away from the sea Sadly, this is not economically viable

"Some people are also concerned about pollution from other

industries that may develop around the plant But, surely we cannot be held responsible for those independent industries"

Mr Holmes said Iscor was prepared to guarantee that there would be no visible pollution above the steel mill He said washed coal would be used in the process, which would ensure that there would be no dust pollution

"We are as environmentally conscious as the next person and we would like to prove to people that this plant will be a clean operation We believe there is no danger to the ecology," said Mr Holmes

ARK 6/5/95

ARC 6/5/95

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ARU 6/5/95

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ARU 6/5/95

Young Feltam team to send a message to the prison would

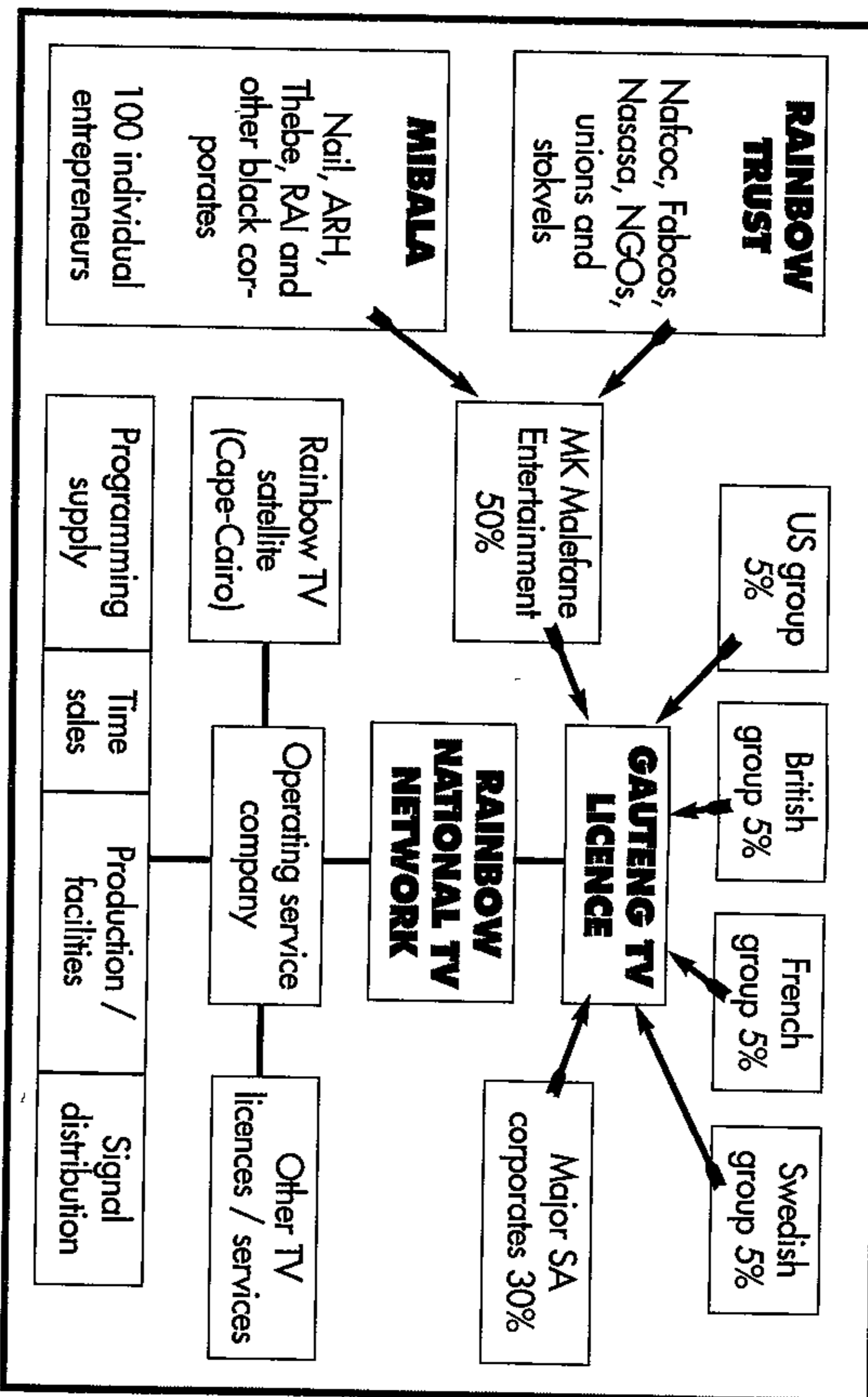
Et Includo



# MEDIA & MARKETING

EDITED BY LOUIS DE VILLIERS

**Rainbow's Gauteng TV licence application: Proposed shareholding structure**



## Swedish deal with Rainbow TV in doubt

By Louis de Villiers

It appears that Swedish media conglomerate Kinnevik is about to withdraw from its partnership with aspirant local television licensee Rainbow TV.

Kinnevik, in competition for market share with M-Net associate Filmet, announced last year that it would take a 20 percent stake in Rainbow, the maximum allowed in terms of South African regulations. Kinnevik had also committed itself to capitalising Rainbow to the tune of \$100 000, should it be awarded a licence by the Independent Broadcasting Authority.

Mathews Malefane, Rainbow CEO, is adamant that Kinnevik has not dumped his company. "They

have adopted a wait-and-see attitude — they feel the IBA is not likely to issue commercial licences in the foreseeable future. We believe otherwise.

"A serious point of difference, however, has arisen over control of the operating company. It seems they would like to have total control. We believe that Rainbow should be controlled by South Africans. We will be making an announcement on the Kinnevik issue soon."

The key question remains whether and when the IBA will grant commercial licences.

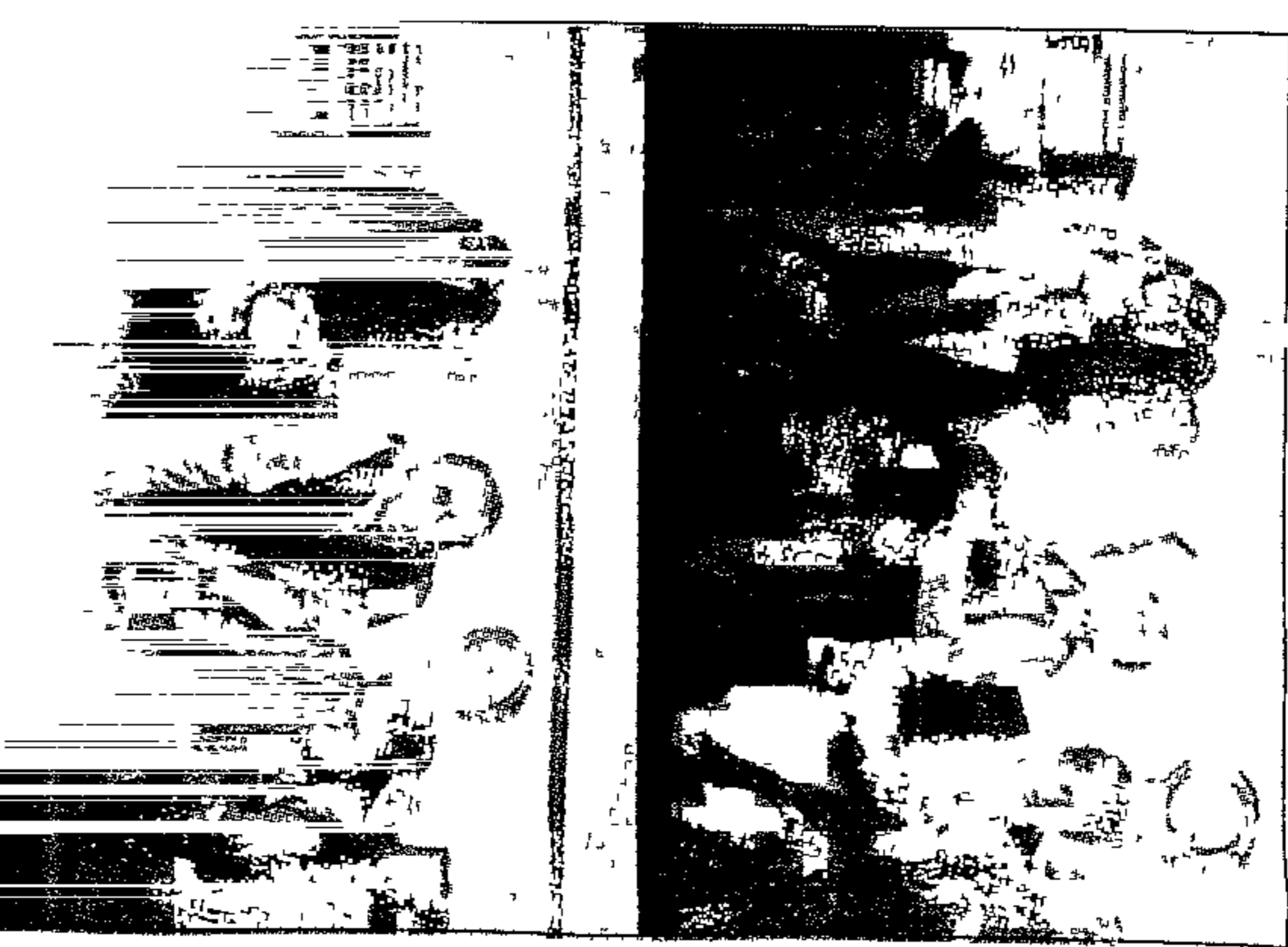
Malefane is confident that so-called "special case" commercial licences will be awarded in radio and television. "I believe the

monopoly players (the SABC and M-Net) will not allow the issuing of more than one national commercial television licence. The IBA is likely to issue one open national licence, and one pay-TV national licence. In addition, it may issue three regional TV licences. We are going for both a national and a Gauteng regional licence," he said.

At this stage, it is unclear how many consortiums will compete for either national or regional television licences.

One aspirant licensee is Quentin Green, former SABC commercial boss, said to be involved with a consortium seeking the right to broadcast sport, news and activity free of charge on a national basis.

(260) 27(22) 915/15





## SABC rethinks changes its use of Afrikaans

BLOEMFONTEIN. The South African Broadcasting Corporation has admitted to blundering in its decision on the use of Afrikaans

Nedbank and the insurance giant Old Mutual recently joined Sanlam, Absa, Toyota SA, Mercedes Benz SA, Volkswagen, Pepkor, Nissan and Saambou in warning the SABC of possible changes in their advertising expenditure if the corporation continued to alienate Afrikaans-speakers

SABC deputy executive Mr Gerrit Claasen said the reaction from advertisers and viewers had "an enormous influence on the SABC".

(260) CT 10/5/95  
"It does not mean the SABC is weak if it reacts to strong reaction from within the community. In fact, that is what should be done," said Mr Claasen

"It is not only about reaction from advertisers, but also about a truly honest dedication by the SABC to create reasonable participation for all," Mr Claasen said — Sapa

BROADCASTING  
**Sick and tired**

(260)  
FM 12/5/95

**Interest groups** vying for language rights on television should take a federalist approach to give the provinces control of a third TV channel, says DP arts, culture & gender rights spokesman Dene Smuts.

Addressing the *FM's* annual advertising awards banquet in Johannesburg this week, Smuts said public broadcasting is vulnerable to political interference from bureaucrats, government funding and market-antipathetic leftist journalists — and is likely to remain so throughout the constitutional transition.

The SABC wants to retain control of three separate TV channels and will probably prevail. But the provinces, led by the old Bophuthatswana broadcasting authority, are pressing to reserve one of those channels for public broadcasting in their own areas of influence — to which the interim constitution seems to entitle them.

Pressures abound from cultural interest groups: the strong Afrikaans language lobby and a small but vociferous Venda campaign in the Northern Transvaal, not to mention the pro-Zulu and Xhosa groups in other regions who are pressing for their own special interests on national TV. But as long as broadcasting channels are of unequal strength and coverage — or until satellite TV is able to extend all channel "footprints" equally — it will be impossible to reconcile all of these competing claims.

"You simply cannot take an excessively legalistic or mathematical approach to the constitutional equality rights of all 11 languages on public service TV," said Smuts. "It has to be symbolic, imaginative, and take into account the possibilities of provincial services — either split transmission or independent ones — to reduce the constitutional pressure on the SABC."

The most realistic solution is to let each province tailor a channel to its own interests — for example, the predominantly Afrikaans-speaking communities of the Western and Northern Cape.

Apart from the language issue, Smuts added, "people outside Gauteng are sick and tired of the saturation coverage given to the Gauteng government."

Smuts criticised the SABC's attempts to gerrymander its broadcasting policies without regard to the market stream. "The leftist approach is obviously at work in SA broadcasting at the moment because ex-NGO people and alternative journalists have been taken on board," she said. Most of these people, reared on anti-apartheid

funding and not the market, are hostile to market principles and consequently tend to take theoretical political approaches to broadcasting — tailoring channels and programmes to what they want their audience to be, not necessarily to what it is.

"Hence you no longer broadcast agriculture at cock's crow in the early morning, when white male farmers are up having coffee — but at 7 pm, when you think SA at large should realise that many, if not most, of our farmers are black and female."

Advertisers, said Smuts, will have difficulty in targeting commercials on the future SABC-TV. She predicts there will be three mixed-genre channels, neither up-market nor downmarket, with prime-time language swapping and no individual identity. Viewers will be channel-hopping between encoded, public service and other channels — and more difficult to pin down for commercials. (See *Adfocus*) ■

# BBC want NNTV for provinces

CP 14/5/95

(260)

By **DESMOND BLOW**

A DELEGATION from Bop Broadcasting Corporation (BBC) has flown to four provinces to canvass their premiers in an effort to grab one of the SABC's three TV channels for the nine provinces in the language of their choice

City Press understands that they have been warmly received and plan to fly to see the premiers in the five other provinces

They flew to the provinces in the jet once owned by former President Lucas Mangope of the then Bophuthatswana - but sitting in Mangope's seat was Broadcasting MEC for North West

province Riam de Wet

This week the first of several top-level meetings between the SABC and the BBC also took place to discuss the BBC plan which has been submitted to the Independent Broadcasting Authority (IBA) for consideration

## Third channel

In the proposal put before the IBA on May 4 the BBC, formerly funded by the Bantustan government and enjoying some of the best facilities in the country, wants to be awarded the SABC's third channel NNTV. It also wants licensing to be awarded to the provinces

The SABC would be left with two channels,

TV1 and CVV. It would depend entirely on advertising revenue, which at present brings in most of its income

The submission, called "Breaking Barriers", says TV1 should continue as the nation's entertainment channel but with increased local content, and English should be the principal language as a unifying channel. CCV should continue with its programming reflecting other major languages.

However, the third transmitter network should be used exclusively for provincial television, and should be the largest of the three

In July the launch of the "hot bird for Africa", PAS-4 satellite TV, will

bring South Africans 20 more television channels and far more competition for local programmes

The core service TV signal for all provinces will be received from the Mmabatho headquarters via satellite and re-broadcast from a master station to the provinces

## Realistic

With overseas programming flooding in on satellite, realistic local television of an acceptable quality and content will have to be provided to satisfy the nation, the submission contends

BBC says their proposal would give the nine provinces equitable services as well as their own

television channels.

The plan provides for each province to have their own news services in their own languages, announcements by their provincial governments, entertainment in the language of their choice and sufficient funding to run their news and current affairs services

The proposal is that funding from licence fees will be sufficient to run this service, and that extra income can be derived from local advertising - leaving national advertising to the SABC

The BBC says its proposal puts control of provincial broadcasting in the hands of independent broadcasting boards in the provinces.





# Profitable Transnet looks prime target for privatisation

ST/2015/15/195 (260)

South Africa's largest modal transport organisation, Transnet, looks a prime target for privatisation as speculation on the future of the country's parastatals grows

With annual sales approaching R15 billion and a dramatic improvement in profitability since commercialisation five years ago, Transnet (or parts thereof) is an attractive prospect

But the company's managing director, Anton Moolman, says "I can't really talk on privatisation because the jury's still out. Privatisation to me is just one element of the direction Transnet might be taking"

Nevertheless, Moolman is happy to discuss the options and broad privatisation criteria, relating to parastatals in general

## Structuring

On Transnet, he questions whether, from a pure business perspective, it makes sense to separate the company into divisions

"For example, I have three different divisions dealing with containerisation. Do we put them together or do we keep them separate in order to approach the market from different angles? Are we structured as we should be structured? We'd need to have another

look at everything," he says

Whatever the answers, Moolman is aware that South Africa is considering privatisation as a strategy for economic restructuring, and that Transnet must examine the option closely

One of privatisation's carrots for Transnet is that it could solve the group's biggest problem — its R4.6 billion pension fund liability — in one fell swoop

Obviously, however, there are other considerations

"It's our responsibility to go to the government with a formula.

"We won't be certain that it dovetails with what the government has in mind, but there's no doubt that we need a privatisation model specifically suited to South Africa — a model which should be innovative."

Privatising Transnet piecemeal is one possibility, another is to partially privatise the whole group and then sell off the component parts

The prime consideration, says Moolman, is that the process needs to ensure some form of empowerment of the disadvantaged

"We need to hear what restrictions the government will place on foreign ownership

"It wouldn't be acceptable for foreigners to gain complete control of the key parastatals"



JURY'S OUT Dr Anton Moolman

One of the models which Transnet and government have been examining is the one used in Malaysia. Although it would need adaptation, says Moolman, it could

well serve as a basic template since circumstances in Malaysia are similar to South Africa's

Before privatisation, Malaysia's indigenous people, the Bruni-

putra, controlled a mere two percent of the country's wealth but comprised 60 percent of the population. The Chinese and Indian minority populations were economically dominant

With a view to redressing the disparity, the government accepted the principle of privatisation, executed in such a way that a large portion of the proceeds of privatisation were placed in a trust. The Bruni-putra were encouraged to buy units in the trust, which yields a return of 20 percent a year

## Benefit

In any privatisation, 30 percent of the shares are made available at issue price to the trust. The policy of the government is such that the price at which the shares come to the market exceeds the issue price by far. The trust thereby makes a capital profit from which it pays its investors, the Bruni-putra, the 20 percent return.

The object of the exercise is to ensure that all the wealth does not remain in the hands of the Chinese and Indian Malaysians.

While Moolman feels the model requires adaptation for South African conditions, he does see it as a means of ensuring that the wealthier whites will not be the only beneficiaries of privatisation.

"I know that the government is carefully looking at this model, but they're also looking at what's happening in South America and Eastern Europe.

From what I've been able to gather, I'm very much at ease, because the government is approaching privatisation in a very pragmatic sort of way

Moolman says the company has learned a lesson through its pension fund problem. "When we discovered the extent of the pension fund underfunding, we issued R10 billion worth of Transnet stock to the fund. We have to generate R2 billion a year to service that stock and provide for future medical expenses for pensioners.

"In other words, we have to cover a sum of R2 billion before we can make a profit. In the past year we succeeded in doing so. We drove our costs down and increased our market share. We haven't got there yet, but we've gone pretty far along the learning curve."

Now that Transnet has clawed its way into the black, will the improving momentum continue?

"I don't see any reason why, in the next few years, we shouldn't extend this trend, bearing in mind that a large portion of the surpluses will go toward reducing the pension fund shortfall."

# 'Cheap deal' for Eskom

JOHN CAVILL



LONDON — The \$100m international five-year revolving credit signed by Eskom and eight banks on Friday would set a benchmark for other SA borrowers, said a spokesman for JP Morgan, senior lead manager for the syndicated loan.

Priced at 0,875 percentage points over LIBOR (London Inter-Bank Offered Rate for six months dollars), currently 6,125% or funds drawn during the first three years and LIBOR plus 1,125% percentage points for the last two, the facility was a "cheap and flexible deal" for Eskom. Even though the credit had not been guaranteed by the government, Eskom had been able to raise the credit 1,5 percentage points cheaper than the \$750m loan issued by the Republic of SA in December.

The Industrial Development Bank was reported to be in the market for a three-year syndicated loan at a similar rate of 0,875% percentage points over LIBOR. Commenting on criticism that the five-year term of the credit was "not right" for SA because it took the lenders past the date of President Nelson Mandela's retirement, the spokesman said the banks had taken account of the political factors.

"But we also looked at business we were lending to. This was a client-driven deal. A one-year facility would have been inappropriate for a business like Eskom."

# R100m boost for SA Housing Trust

ROBYN CHALMERS



THE struggling SA Housing Trust has been given a new lease on life with the approval of a R100m loan from the Development Bank of Southern Africa to be used for housing at the lowest end of the market.

The trust is the largest financier of low-cost housing in SA and has been hard hit by bond boycotts over the past decade, posting a net loss of R63m for the year to June 1994.

Development Bank northern region GM Solly Nortje said recently the loan had been approved on a 12-year basis in consultation with government, but the money would be transferred only after government had approved certain conditions.

The bank required the ministries responsible for Housing, Finance and the reconstruction and development programme to underwrite the loan. There had been agreement in principle on this issue. Government's back-up was needed.

as the trust was a public finance company with a range of nominal voting shareholders, but with the state as provider of its equity funds and to be guarantor of the trust's loans.

Nortje stressed that the loan did not indicate the bank was entering into a new field as a secondary financier of housing, but it was the first time the bank had moved into the long-term mortgage market.

Operations GM De Villiers Botha said the loan had been approved on the understanding that the trust would use the funds to build homes on serviced sites held by the trust for the lowest end of the housing market.

Botha said the bank had launched an investigation of the trust late last year to ensure it had the institutional capacity to make loans to low-income earners and to service them. Trust executive chairman Chris Ball said last week that the trust had

the largest capacity in SA to make housing loans available to low-income households. It also had a development division with significant capacity as well as 6 000ha of land to be used for housing.

Ball said the biggest challenge was financing low-income households, as there was not yet a proven market for financing in this segment. There had been a number of failures when organisations had attempted to address the market, including the trust.

Ball said more than 28 000 houses, with a gross loan value of R. 3m, had been financed through trust subsidiary Khayalethu Home Loans.

Substantial provisions had been made against the loan assets. This was mainly because of the nationwide boycott of payments.

He said the net loss for the current financial year would be greater than the previous year unless there was a change in payment patterns in May and June.



# Claims I tried to pressure SABC ridiculous — Mbeki

Political Staff (260)

DEPUTY-PRESIDENT Thabo Mbeki's office has dismissed as "utterly ridiculous" reports that he had tried to pressure the SABC into reducing its television coverage of Gauteng Premier Tokyo Sexwale.

Mr Mbeki's spokesman Ricky Naidoo said the deputy-president had not seen the original report and would respond properly only after having studied it.

The London-based journal

Africa Confidential alleges in its latest issue that Mr Mbeki's directive to the SABC was a salvo in the race to succeed President Mandela when he retires.

The journal goes on to say Mr Mbeki, Mr Sexwale and ANC secretary-general Cyril Ramaphosa are frontrunners.

SABC Chief Executive Zweleke Sibusiso, to whom Mr Mbeki is alleged to have issued the directive — was not available for comment this morning.

ARC 16/5/95



# Mbeki wants Sexwale's airtime cut — report

BD 16/5/95 (260)

Linda Ensor

LONDON — Deputy President Thabo Mbeki's office has allegedly issued a directive to the SABC requesting that Gauteng premier Tokyo Sexwale get less television coverage.

An article in the latest issue of Africa Confidential on the three main contenders for the presidency — Mbeki, Sexwale and Constitutional Assembly chairman Cyril Ramaphosa — suggested the directive would aid Mbeki in the power struggle.

It said Sexwale, a flamboyant politician, had been

particularly successful in getting hours of prime time coverage for the work of his administration. "The directive to (SABC director Zwelakhe) Sisulu said that other provincial premiers had complained about their lack of national coverage: Equally, lowering Sexwale's profile will not do Mbeki any harm.

"Sexwale's aides say they expect a quiet few months, but afterwards the premier will be more demonstrative about his presidential aspirations," Africa Confidential said.

Neither Mbeki nor his spokesmen could be con-

tacted for comment last night. However, one government source said it was highly unlikely the Deputy President would "intervene in such a crude way"

Sexwale's spokesman, Chris Vick, said Africa Confidential's claims should be put to the Deputy President's office. He confirmed, however, that the regional government was concerned about inadequate SABC coverage of Gauteng.

"We wrote to (Zwelakhe) Sisulu in February complaining about an apparently conscious decision to scale down airtime given to the premier. We mentioned several newsworthy events which had not been covered, including Tokyo registering for the local elections," Vick said. In its response, the SABC had flatly demed any such decision had been taken.

However, Vick also said concerns had been voiced in the premiers' forum about what was seen as the SABC's undue emphasis on Gauteng.

Africa Confidential remarked that the supporters of Mbeki had tried to marginalise Ramaphosa after he lost the race to become Deputy President last year.

"While Mbeki fulminates against the press, Ramaphosa has taken the opposite and more effective line of flattering them. For the moment, Ramaphosa knows that it is Mbeki who is getting the blame for the bulk of the government's problems and mistakes.

"Mandela's leadership credentials are impossible to match, his steadying hands have proved critical since 1990. But after his retirement and the ending of the coalition Government of National Unity, politics will become less conciliatory," the Africa Confidential article said.

## Results for the election held on 31 March 1995

Province

Province	Audited nine months 31 March 1995 R000	Pro- forma annualised results R000	Audited year ended 30 June 1994 R000
Western Cape	110 268	147 024	119 455 (6 531)
Eastern Cape	-	-	4 212
Free State	110 268 (47 088)	147 024 (62 784)	117 136 (65 229)
North West	63 180 (7 626)	84 240 (10 168)	51 907 (2 401)
Northern Cape	55 554 (13 554)	74 072 (18 072)	49 506 (20 302)
Transvaal	42 000	56 000	29 204 (5 418)

# No directive on Sexwale, says SABC

(260)  
CLIVE SAWYER  
Political Correspondent

ARG 17/5/95  
SABC executive chairman  
Zwelakhe Sisulu says he did not  
get a directive from Deputy  
President Thabo Mbeki to scale  
down coverage of Gauteng pre-  
mier Tokyo Sexwale

Claims that Mr Mbeki issued  
the directive in a bid to  
strengthen his hand in a power  
struggle with Mr Sexwale and  
ANC secretary-general Cyril  
Ramaphosa to succeed Presi-  
dent Nelson Mandela were  
made in the London-based jour-  
nal *Africa Confidential*

Mr Sisulu said he had got "no  
such letter from the deputy  
president, nor have I had any  
such discussion with him"

The SABC was editorially in-  
dependent.

It was entirely untrue to sug-  
gest there was a conscious ef-  
fort to reduce coverage of Mr  
Sexwale

A spokesman for Mr Mbeki,  
Ricky Naidoo, said the claims  
smacked of mischief-making

"The deputy president would  
never interfere at that level"

The story was a pathetic at-  
tempt to create an impression  
of division in the leadership of  
the ANC, he said

Mr Sisulu said the SABC had  
a cordial relationship with Mr  
Sexwale's office but confirmed  
that the office had complained  
the premier's launch of a voter  
registration campaign in Feb-  
ruary had not been covered  
The editorial department had  
addressed the complaint

## Eskom breaks into overseas loan market

(26) 15/15/95

■ BY DEREK TOMMEY

Eskom has broken into the medium-term loan market overseas with the raising of a \$100-million five-year syndicated revolving credit.

Apart from a similar loan to the South African government last year, this is the only other time a South African organisation has been granted this treatment.

The facility is being provided by eight banks from seven countries.

It was arranged by J P Morgan Securities Ltd, with Commerz Bank AG and the Industrial Bank of Japan acting as co-arrangers.

The lead manager is Absa Bank and the co-managers are Deutsche Girozentrale Bank, the National Bank of Kuwait, the Canadian Imperial Bank of Commerce and the Chiao Tung Bank in Taiwan.

### Libor rate

The rate is Libor plus 87,4 basis points for the first three years rising to Libor plus 112,5 bp for the final two years.

Libor is 6,1875% at present, so the overall borrowing rate to Eskom will be fractionally over 7%

Victoria Pollock of J P Morgan Securities, London said this was an extremely good rate. It compared very favourably with that paid generally for international finance



# A radio station to boost African culture

(260) Sowetan 19/5/95

## Sowetan Reporter

A COMMUNITY radio aimed at "revitalising the artistic expressions of black people" has been born, Skotaville Publications, owners of the station, said yesterday.

Buwa is one of the seven stations whose licences were approved in the Eastern Cape and Gauteng by the Independent Broadcasting Authority on Tuesday, bringing to 63 the total number of community licences granted by the IBA.

Managing director of Skotaville Publications Mr Mothobi Mutloatse said "This is a small step towards the liberation of the media for black people. Otherwise our liberation would be distorted and inadequate if the imbalances of the media were not corrected."

IBA co-chairpersons Dr Sebileto Mokone-Matabane and Mr Peter de Klerk said an announcement on the

granting of additional licences in the Western Cape was expected soon.

Buwa community radio, whose offices will be in Braamfontein, Johannesburg, will use the Ubuntu philosophy as its guiding framework and broadcast general community issues, African music and literature.

"Our radio station will be the thinking tank and the pulse of black people. We hope to create opportunities to all blacks, including students," Mutloatse said.

Buwa will share its frequency with Soweto Community Radio. Five of seven community radio stations granted licences are in Gauteng.

Voice of Soweto, Soweto Community Radio and Buwa Community Radio Station are in Soweto.

The two other Gauteng community radio stations are Smart FM, which will broadcast all aspects of road safety, and Radio Clube Portuguese, which will broadcast to the Portuguese community.

TELEVISION

(260)  
FM 19/5/95**Free lessons**

**It does** not have to cost the taxpayer or the SABC to produce effective educational programmes on TV. That's the view of well-known television educationist William Smith, who presents the popular daily Learning Channel programmes on NNTV.

Smith has reacted to warnings that the SABC's capital requirement, which Auckland Park's bosses envisage coming from a 15% State grant, does not include the R148m supposedly needed for educational programmes (*Current Affairs* April 21).

Smith believes it need not cost the SABC any cash to make educational programmes. "That should not be their problem. I produce 700 hours of educational programmes for broadcast a year, costing R2 000 an hour without taking a cent from the taxpayer's purse. Give me a fraction of the kind of money they talk about and I will educate the nation."

He says Learning Channel is backed by sponsorships, notably funds from the Liberty Life Foundation and Barlow Rand. "Their compensation, apart from the satisfaction that they are contributing to the future of our youth, is a credit during the programme. Other corporations have also shown an interest in our project. Two years ago, we had a world first when, with the help of Telkom, we produced phone-in programmes during which pupils could phone in amid live broadcasts to discuss their various learning problems."

**Not edutainment**

To Smith, a good educational programme will use an educationist teaching through the medium of TV — "not a TV producer educating with the aid of spectacular productions. That I call 'edutainment' which serves no real educational purpose."

More than 500 schools, ranging from top model C schools to others in disadvantaged areas, are using Learning Channel tapes in classrooms.

"Some schools have reported a 100% matric pass rate for the first time after using the Learning Channel programmes," says Smith.

*Sowetan* editor Aggrey Klaaste, who five years ago went on a "nation-building" pilgrimage, speaks highly of Smith's project. He says that sales have increased by 20% since the newspaper linked its education supplement to the Learning Channel project.

Learning Channel is produced by Smith, who teaches science, and five others in the fields of mathematics, biology and English. □ On April 21, the *FM* reported that former SABC general resources manager Pierre van der Hoven made certain comments on the SABC's capital needs. These comments were made by group financial manager Steve Schubach. ■

# No offence - TV board rules

Several complaints against Max du Preez's controversial *Agenda* programme on the Taalmonument were rejected this week.

**KURT SWART** reports on the finding made by the Broadcasting Complaints Commission

Complaints that a television programme on the Afrikaans Language Monument (Taalmonument) was biased, offensive to the Afrikaner cultural community and furthered racialistic feelings were dismissed this week by the Broadcasting Complaints Commission (BCCSA)

The complaint against the SABC was brought by the Afrikaner Kulturbond, DJ Malan and others, following the April 3 broadcast on TV1's *Agenda* of *The Afrikaans Language Monument - a Monument for What?*

The complainants also complained of "objectionable language" on the programme, including an observation that the monument looked like a penis

and that parts of it looked like "drolletjies" (droppings). The programme was presented by Max du Preez, who attended the hearing.

The commission panel, chaired by Professor Kobus van Rooyen, found that the programme did not amount to "substantial one-sidedness".

"Even if more participants from a non-critical perspective were to have been interviewed, the complaints would not, it is believed, have been reduced substantially. The complainants would have remained perturbed about the strongly critical observations on the monument by two of the participants — Messrs Dikeni and Botha."

Sandile Dikeni is editor of *Die Suid-Afrikaan*, and Hardy Botha is a Paarl artist.

The panel found that critical observations were not likely to affect relations between sections of the community. The observations were not racialistic but were, at the most, of a political nature.

"It is necessary that viewers should have the opportunity to hear a variety of views on tele-

(260) Swan 20/5/95  
vision. They need not always agree with those views. TV, however, has a duty to keep the community informed and, where necessary, even to broadcast opinions which are disturbing to some viewers," the panel said in its judgment.

"The European Court of Human Rights acknowledged this approach in a recent judgment dealing with a much more controversial matter."

The panel said "offensiveness to feelings" was not one of the criteria in the broadcasting code, and was too vague to withstand constitutional scrutiny.

The SABC screened a follow-up programme two days later, in which two representatives of organised Afrikaans-language institutions took part. While the SABC was not legally bound to have broadcast the second programme, it had acted wisely in doing so.

"If the BCCSA erred in finding the first programme was not one-sided, the BCCSA believes the second programme, in any case, rendered the required balance," the panel said.



# 'Iscor upgrade no link to Saldanha'

By BRONWYN LITTLETON

Iscor plans to modernise and upgrade its Vanderbijlpark operations, but denies that more than 4 000 jobs will be lost or that the plan is linked in any way to its proposed Saldanha steel operation.

In a statement yesterday, Iscor managing director Hans Smith said the decision to upgrade the Vanderbijlpark operation had been taken long before the company decided to go ahead with the controversial Saldanha mill.

News reports yesterday said the company planned to downgrade the Vanderbijlpark operation in favour of developments at Saldanha. This would be at the cost of 4 000 jobs in the Vaal Triangle, the reports said.

"The one has nothing to do with the other," Smith said, adding that decommissioning two of the blast furnaces at Vanderbijlpark was logical as the plants had "reached the end of their economic life".

This would result in "a more balanced utilisation of downstream facilities, together with a significant reduction in fixed cost".

The "workforce" would be reduced from 16 000 to about 14 000 over the next five years.

"Nobody is going to be retrenched. The reduction in the workforce is through natural attrition," he said.

Yesterday's news reports came in the midst of an environmental row over the Saldanha project.

The reports emerged after a Citizen's Group Review meeting in Cape Town at which the group released an interview in SA Mining magazine with Iscor executive director Kevin Robertson.

According to the interview, operations involving over 1-million tons of hot rolled coil steel would be phased out at Vanderbijlpark.

## Review of study

Water Affairs Minister Kader Asmal met top scientists yesterday to discuss the effect that the new plant would have on the water supply to the Saldanha region and also the effect this would have on the Berg River system, which supplies water for much of the Cape Town metropolitan area.

After the meeting, Asmal ordered a review of Iscor's environmental impact study.

Star 20/5/95



By CHRIS BARRON

LIVING in and around the tiny Free State hamlet of Koppies has become a nerve-racking business since Radio Koppies got its temporary licence in December last year.

Just when you've turned up the volume for *Bobbejaan Klim Die Berg Your stikamer* goes into over-drive and almost collapses under the cacophonous strains of *The Flight of the Valkyrie*. Radio Koppies claims to be the only independent community radio station with stereo.

Tap along to *Sarrie Marais* and without so much as a by-your-leave *Eine Kleine Nachtmusiek* is making nonsense of your rhythm before being interrupted by a despairing request from Oom Nico in Potchefstroom for a chihuahua.

But although Radio Koppies' laissez faire style makes life in the Free State more confusing than ever, what really keeps one on edge is George du Plessis who takes time off from his farm every day to host a four-hour show.

It's an agricultural programme, and every now and then George calls in an expert to handle specific queries. These in themselves can be quite interesting, especially when the Free State's best known rightwinger, Eddie von Maltitz, himself a farmer, waxes lyrical on "magnetic screening" as a New World Order plot to deprive local farmers of rain.

But even the likes of Mr Von Maltitz can't be kept on the air for a solid four

# Radio Koppies plays it the Free State way — in stereo

(2bD) ST 21/5/95

hours every day. After George has said goodbye to him and read out the meat prices, something more is called for. This is a moment, one suspects, that locals have come secretly to dread.

You may be having a quiet plate of pap and wors when the phone rings.

On Thursday it was the turn of farmer Johannes Marais.

"Oom, it's Radio Koppies here," says George. "We want to know what you think of the volk's moral condition. Just for two minutes. You're on the air."

Even moral philosopher Bertrand Russell would have quailed.

Oom Hannes sounded slightly stunned. "Now? Can't you give me more time?"

But no, George couldn't give him more time, and the news was in two minutes so he better get started.

George laughs at suggestions that he is spreading terror in the community.

"Man, I can tell you, 99 per cent of the people love it!"

Oom Hannes proved the point. After a shaky start he proceeded to launch a spirited assault on the "detestable" filth found on video and magazine racks. He then moved on to criticise the tone of conversation heard round the braai these days — "it looks to me like people don't talk about rugby anymore". George, getting ferocious looks from his producer, battled to stop Oom Hannes in time for the news.

Then it's a pre-recorded interview with Premier Patrick Lekota who has become something of a favourite with Free State farmers since telling them that Afrikaans was the language that fed the nation.

Others who have featured include maverick political commentator Professor Willem Kleynhans and the ANC's Carl Niehaus.

Contrary to popular suspicion Radio Koppies is not, in spite of the Verkleur

spand," says Willie Enslin, 36, formerly with the SABC. In at 5am to prepare for his "drive show", he is on first-name terms with most of his callers.

Within seconds of opening the line — and there is only one — the callers come, 12 of them in the 15 minutes he allows before switching back to Bles Bridges, who is "bloody popular" round here.

Disc jockey Ettianna Tranter hosts *Treier Tempo* and says he has detected some resistance from 14 to 18-year-olds to too much *boeremusiek*. "Techno-rap is more popular among them."

He is free to play what he likes but realises that the likes of *Short Dick Man* wouldn't do his career prospects much good. Instead the library has plenty of Abba, Chris de Burgh and Boney M.

They're doing it their way at Koppies, and listeners in town say they've begun switching off their TV sets in favour of radio for the first time in years.

George interrupts his programme as a visitor pops into the studio with an earnest look on his face. "Man, have you found a chihuahua yet? Our's got run over and the children are screaming for another one."



EARLY MORNING CHAT . . . rural drive show host Willie Enslin is on first-name terms with callers. Picture CHRIS COLLINGRIDGE



## New station 'insensitive'

Ingrid Salgado (26)

THE SABC's plans to launch a youth radio station next year were laudable but the public broadcaster had been "insensitive" about the fact that other commercial radio stations had not yet been granted licences, Solid Gold Radio spokesman Tony Sanderson said this week.

The new station would do little to level the playing fields and it would enhance the SABC's dominance in radio broadcasting, he said.

The SABC intended the station to be music-driven with 20% of air time going to information programming and its target market would be 13 to 25-year-olds.

Sanderson said that because the youth station would be similar to other commercial broadcasters, it would "gobble up the marketplace in advertising before we get near it".

But SABC radio head Govan Reddy said last night that 5FM's audience was "overwhelmingly white" while the new station would target a more multiracial audience. Radio Metro, although music-driven, appealed to a slightly older audience.

A licence for the station had yet to be granted, he said.

BO 24/5/95  
The SABC envisaged the youth station relying "fairly heavily" on advertising unless the Independent Broadcasting Authority ruled otherwise, said Reddy.



# Outcry rooted in past

**T**HE PAST WILL haunt us for a long time. That is clear from the outcry about the future of Afrikaans on SABC television channels

The SABC's proposal to place most Afrikaans programmes on a shared channel even led to threats by Afrikaans-owned businesses to withdraw advertising or set up an independent new channel.

In many ways, however, the debate is about far more than the role of Afrikaans on SABC. It is also about the power and privileges of the past.

Says University of Transkei history lecturer Dr Roy Du Pre: "When the National Party was in power, it had control over the SABC

"White Afrikaners only made up 10 percent of the population, yet they were able to give Afrikaans 50 percent of television time

"But now the NP is no longer in power, the SABC is simply giving Afrikaans its rightful position. The argument of the Afrikaner is irrational and unreasonable"

At the heart of their argument, he believes, is that Afrikaners see the SABC's proposal as an attack on Afrikaner people and their culture.

Congress of South African Writers general secretary Mr Raks Seakhoa agrees: "Language characterises a person. A threat to language is seen as a threat to the life of a person, in a way"

But Cosaw firmly believes all languages should be treated equally, and acknowledged this right from the start when it was launched in 1987. "All languages should be placed on an equal footing," Seokhoa stresses. "We don't see why Afrikaans deserve a special place"

The interim constitution, however, complicates the debate: while it recognises 11 languages as equal, it rules that the status of Afrikaans and English cannot be diminished.

"So you have an irreconcilable contradiction, because some of the indigenous languages have been marginalised," says National Arts Coalition chairman Mr Andries Oliphant

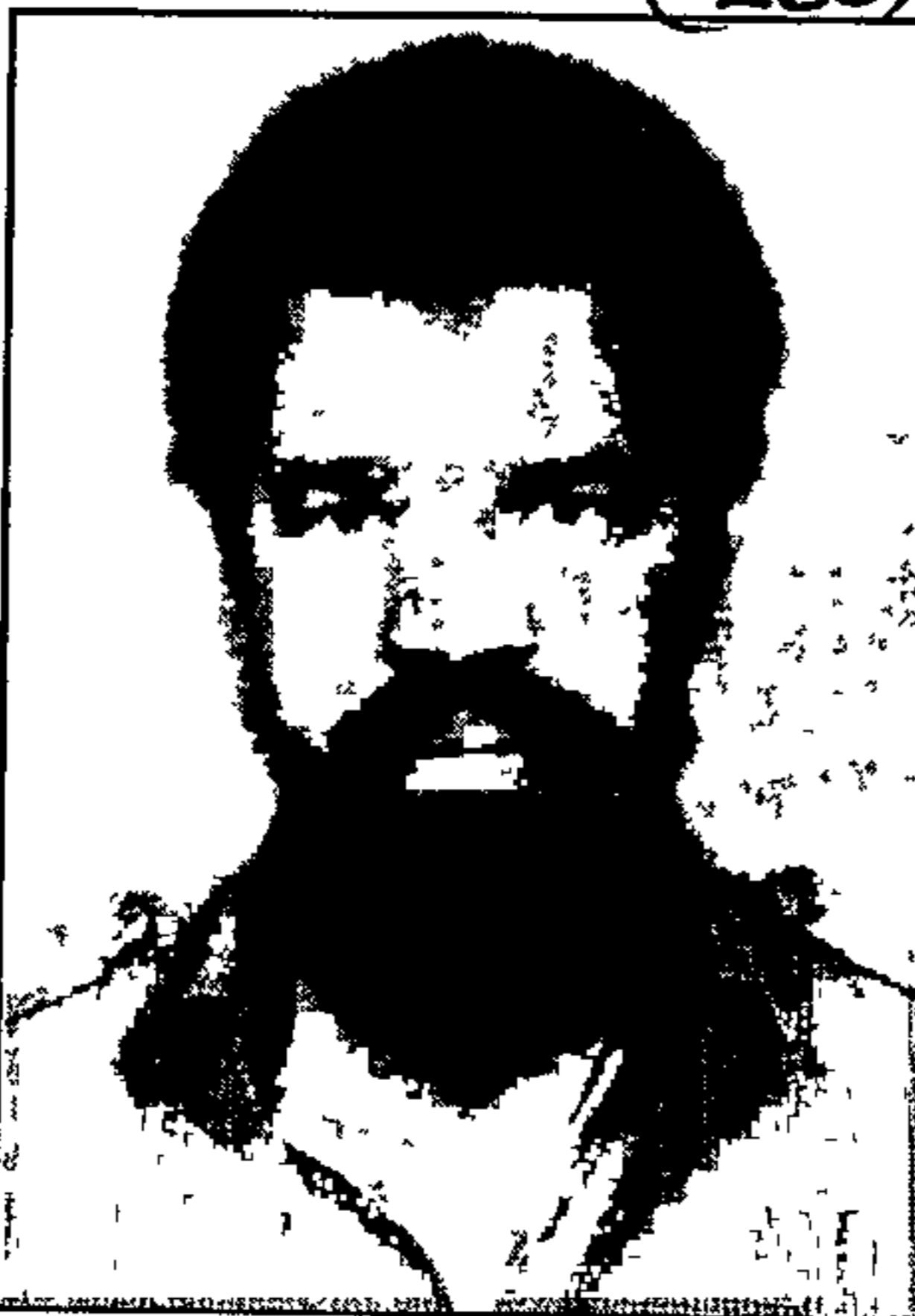
"Those protesting about Afrikaans are well within their rights, but there are irreconcilable differences between equality and non-diminution in the constitution.

This should be addressed when the interim constitution is rewritten. The equality clause is contradicted by the reality of language inequality"

University of Western Cape Afrikaans lecturer Professor Hein Willemse is also unhappy about the SABC's proposal, but for different reasons. "I don't have a problem with Afrikaans sharing a channel with other languages," he says, "but I have a problem with the reasoning behind it

"The notion about English being the medium of the sophisticated urban-dweller is very problematic. It casts people's perceptions of their own language in a particular mould. This will

The SABC is currently in the throes of considering far-reaching changes to the status of Afrikaans in broadcasting. But the real issues concern more than just language, as **Tyrone August** discovered:



**Mr Andries Oliphant ... African languages have been marginalised.**

create problems. The SABC shouldn't ride roughshod over people's perceptions. Nor should it take the urban as the centre of everything, this disempowers too many people."

The head of Potchefstroom University's communication department, Professor Arnold de Beer, points out that 15 million people speak and understand Afrikaans

"Afrikaans is a language of the people," he says "Afrikaans is not only spoken by two million hard-core, die-hard Afrikaners. That is why there is such strong feeling about it."

But De Beer respects the role of other languages "It is important to consider all languages in the country, especially those marginalised"

Afrikaner Bond chairman Mr Tom de Beer shares this view "The SABC should do whatever it can to fulfil the very difficult task required by the constitution.

"One does not want to reduce the existing rights of languages, but to encourage the use of other languages. The SABC should strive to arrive at a sensible philosophy

"However well it does this, it will not find favour with everybody. But as long as there is a willingness to become a public broadcaster. It



should not jump to easy conclusions.

Willemse suggests a wider debate on the SABC's language proposals: "Too many stakeholders haven't been catered for.

"As a public broadcaster, the SABC has a responsibility to the whole of South Africa. The SABC is trying, but people outside the SABC also need to be given a say."

He suggests, for instance, referring the SABC's language policy to the language board

Oliphant agrees. "Afrikaans acquired its position by dominating other languages, but we need to involve and prepare people for the SABC's restructuring.

"Given that we are going through a transition, the SABC needs to be sensitive about diminishing the role of Afrikaans. It should handle it more sensitively and over a longer period"

He adds the SABC should also consider decentralising broadcasting. "The SABC should find ways of doing so to cater for the full range of broadcasting needs. Although it positions itself as a national broadcaster, it is not possible to serve the language needs of all speech communities equally — thus they bumped into the problem of Afrikaans"

Oliphant feels there is a role for the provinces. "The SABC is struggling because it wants to go it alone. It's not involving the provinces; it wants to do everything from the centre"

Both Willemse and the Afrikaner Bond's De Beer also questioned the SABC's research. "Its survey caused great unhappiness," says De Beer. "Maybe they need to check it out again

"It was also very unfortunate for the SABC to refer to the classification of viewers. Classifying the rural as backward was a slap in the face to many."

The debate about the future of Afrikaans on SABC is far from over. It is inevitable, however, that some of the legacies of the past be discarded

But few can doubt that the status of Afrikaans needs to be reviewed. The process through which this is done is also crucial

To quote Oliphant: "The SABC is doing it in a hurry, without involving communities."

Perhaps this is really the crux of the matter — how and when to change the status of Afrikaans; not whether or not to do so, because its current status was attained unfairly and at a very high cost. Remember June 1976?

(260)

SDWetan 24/5/95

*Communication shake-up on cards*

# Govt's broadcast plan to be debated

Star 25/5/95 (260)

■ BY PATRICK BULGER  
POLITICAL CORRESPONDENT

**Cape Town** — The Government's communication structures were due for a major shake-up at a conference of central and provincial government communicators in August, Deputy President Thabo Mbeki said yesterday.

Introducing the debate on the South African Communications Service (SACS) in the National Assembly, Mbeki said the Government's proposal to approach the SABC for television and radio slots would also be discussed at the conference.

"The time has come seriously to reconsider the entire Government communication function," Mbeki said. He denied that the Government had any "intention secretly to manipulate the public broadcaster for propaganda or any other purposes, as happened in the past".

"As part of the search for ways and means to ensure effective

**PEOPLE have a right to be informed about Government policies, says Mbeki**

communication between the Government and the people, SACS has been holding discussions with the SABC to explore the possibility of allocating radio and television time to the Government to inform the public about its decisions, projects and plans.

"This matter has evoked a significant amount of public comment. It is one of the issues which the August conference will have to address, proceeding from the position that the Government of National Unity is committed to the freedom of speech and the press, to the greatest possible access of the public to information; and has no intention to secretly manipulate the public broadcaster or any other purposes, as happened in

the past."

Mbeki said the Government was committed to the view that the people have a right to be informed about its policies, programmes and services, as part of building a people-centred society. "The Government therefore refuses to condone the continued information deprivation of large sections of our population," he said.

Mbeki said a Freedom of Information Act, also known as the Open Democracy Bill, would be tabled in Parliament within two weeks.

■ The SABC had received a request from the Government for access to radio and television airtime to put across its point of view, and the subject would probably be discussed at the next meeting of the SABC Board, according to a senior source at the corporation.

The next meeting of the Board is scheduled for June 7, when the request would probably be considered.



# 'Propaganda' air time under scrutiny

(26) BD 25/5/95

Adrian Hadland

CAPE TOWN — The allocation of radio and television time to government would be one of the issues to be discussed at a major communication policy conference scheduled for August, deputy president Thabo Mbeki said yesterday.

During the SA Communication Service budget vote in Parliament, Mbeki said discussions with the SABC on time slots had been solely exploratory.

"We wanted some indication of whether the matter was feasible and to see whether the autonomy and independence of the SABC would be affected."

No government decision had been made on the issue nor had funding or other details been examined.

The initiative had been conducted in a bid to ensure effective communication between government and the public, he said.

"I don't see why this matter is seen as so threatening," he said.

Government was committed to freedom of speech and a free Press. It had no intention of secretly manipulating the SABC for propaganda or other purposes, he said.

Government, however, had a duty to ensure the public was informed on a continuous basis "so they can intervene in determining their future in an informed and purposive manner".

The central objective of the communications conference, which would be attended by representatives of all central and provincial government communicators, would be the framing of a "comprehensive and all-embracing government communica-

tion policy", Mbeki said.

The communication of consistent messages by all structures of government, the elimination of duplication, the avoidance of wasted expenditure and the improvement of project management and savings would all be addressed, he said.

The outcome of the conference, during which recommendations would be framed, would be relayed to Cabinet, Parliament and the public so that national consensus could be reached on ways of keeping the public informed in an objective manner.

ANC MP Carl Niehaus warned that there was "little purpose in declaring the media to be the enemy as a first justification for withdrawing from an ongoing engagement... in favour of government-run or controlled media spots".

Ingrid Salgado reports that the SABC board met yesterday to examine the its recent submission to the Independent Broadcasting Authority.

A spokesman said government's request for a weekly information slot was not on the agenda.

Government had asked the corporation for a half-hour slot on a channel such as NNTV to inform the public of policy and ways of accessing its programmes.

Government communications head David Venter said yesterday individuals from the NP had expressed their support for such a venture. Members of the Inkatha Freedom Party and the DP had given their "guarded approval".

If the SABC agreed to the slot, there would have to be mechanisms to prevent it becoming air time for propaganda.

## Govt 'can cut off' provinces

Adrian Hadland

BD 25/5/95

CAPE TOWN — Central government could place restrictions on the flow of funds to the provinces under certain circumstances, Deputy President Thabo Mbeki said yesterday.

Replying to a question from NP MP Piet Coetzer in the National Assembly, Mbeki said the constitution provided two different options for the holding back of funds.

Section 155 of the constitution said part of a province's "equitable share of revenue collected nationally" was conditional.

Taking the national interest into account, central government could fix conditions and attach funds where those conditions were not met, Mbeki said.

President Nelson Mandela's recent threat to withdraw funds from KwaZulu-Natal if levels of political violence and inflammatory rhetoric were not reduced, was justified and constitutional, he said.

Mbeki said constitutional provisions for a state of emergency also allowed steps to be taken in a bid to restore law and order. If funds were used illegally to foment in-

urrection, central government would be within its rights to impose a state of emergency and withhold funds.

Section 34 of the constitution says an emergency can be declared when the state's security is threatened by "war, invasion, general insurrection or disorder".

Fundamental rights of citizens could be suspended and other penalties imposed only to the extent necessary to restore peace or order. Mbeki said such steps could include financial inducements.

Coetzer asked if central government had considered these methods against provinces other than KwaZulu/Natal.

Mbeki did not think other provinces suffered from a lack of free political activity and high levels of violence and provincial leaders had not issued inflammatory statements "purporting at face value to encourage insurrection".

He said constitutional amendments to boost central government's powers could be addressed in the Constitutional Assembly. Mbeki said 311 people had died in political violence in KwaZulu/Natal between January 1 and April 30 this year.



# SABC plans 3 channels: English 'main language'

(260)

The SABC decided this week to re-launch its three television channels early next year and make English its anchor language.

This was decided at a meeting of the corporation's board and management, who endorsed the need for the SABC to retain three channels to satisfy its public broadcasting mandate.

Star 26/5/95  
Treatment

The re-launch will take place on February 1 next year. Channel three will become the main channel and will broadcast mainly in English, while Afrikaans will be given equal

treatment with the country's nine other official languages on the other two channels.

Under this favoured model, channel one will be aimed at adult and family viewers, while channel two will cater for youth and children.

Channel three will concentrate on more specialised programmes broadcast "mainly, but not only, in English", according to SABC chairman Dr Ivy Matsepe-Casaburr.

The language decision follows threats by at least two television advertisers, Absa and Sanlam, to withdraw their business if Afrikaans was not given favourable coverage —  
Staff Reporter

NEWS IN ALL LANGUAGES

# SABC set for 1996 relaunch

(260) CT 26/5/95

**JOHANNESBURG:** English is to become the anchor language on all channels.

A MEETING of the SABC board and management on Wednesday agreed to relaunch the corporation's three television channels on February 1 next year, the SABC said yesterday. Board chairwoman Dr Ivy Matsepe-Casaburri said board members had endorsed the need for the corporation to retain three television channels to satisfy its public broadcasting mandate.

This was subject to their continued financial viability.

The channels would be structured according to specified audience needs and wants with language allocation "overlaid in sizeable blocks of time in a complementary manner".

Under the favoured model, Channel 1 would be aimed at adult and family viewers across diverse

language groups, while Channel 2 would serve the youth and a younger audience.

Channel 3 would cater for more specialised programme interests "mainly, but not only in English".

Dr Matsepe-Casaburri said all language groups would receive daily news bulletins in their home language.

One channel of the three channels would broadcast primarily in English, while the other two would give equal treatment to South Africa's other 10 official languages, taking demographic factors into account.

English would become the anchor language in accordance with research findings showing it to be the strong second language preference of most viewers.

A final proposal for the TV portfolio would be presented to the board for approval in September.

— Sapa

# English to be SABC TV's anchor language

Ingrid Salgado

BD 26/5/95

THE SABC board this week approved a management proposal that the public service broadcaster retain three television channels with English becoming the anchor language.

The main channel, channel three, would broadcast primarily in English, while Afrikaans would be given equal treatment along with SA's nine other official languages on channel one and channel two.

The decision follows threats by at least two SABC advertisers — Absa and Sanlam

— to withdraw advertising if Afrikaans was not given favourable TV coverage. Afrikaans media conglomerates, including Nasionale Pers, have indicated they may consider investing in an Afrikaans channel.

The board said English predominance was in accordance with research that showed English was the strong second language preference of most viewers. However, all groups would receive daily news bulletins in their home languages.

Channel one would be aimed at adult or family viewers and channel two would serve a younger audience. Channel three

would cater for more specialised programme interests, broadcast mainly but not solely in English.

Board chairman Ivy Matsepe-Casaburri said the board and management would continue refining SABC proposals on the future of national public service broadcasting for submission to the Independent Broadcasting Authority (IBA).

A final proposal for the TV portfolio would be presented to the board for approval in September, Casaburri said.

The SABC will submit further proposals to the IBA next week.



July 31.

## Broadcasters' training centre for Johannesburg

Ingrid Salgado

(260) (279)  
ABSAs subsidiary African Growth Network (AGN) would launch a radio broadcast learning centre in Johannesburg before the year-end to provide managerial and operational skills to both emerging and existing broadcasters, AGN consultant Carel van der Merwe said yesterday.

The centre would target primarily black media workers to enable them to be owners and partners in electronic media enterprises, and "not journalists and deejays only", he said.

AGN was enlisting the support of Posts, Telecommunications and Broadcasting Minister Pallo Jordan, the provincial governments, broadcasters, trade unions and broadcasting associations.

It hoped to get sponsorship from suppliers of electronic equipment. Suppliers

BD 26/5/98  
were prepared to assist in such enterprises but not in the "backyard training efforts" which existed in the past, Van der Merwe said.

The project hoped to obtain endorsement from the Independent Broadcasting Authority (IBA).

The centre would give participants "hands-on experience" in radio broadcasting and management. "You can't start a business by putting people in a lecture room," he said.

Van der Merwe said a number of the community radio stations which had received licences from the IBA were unable to start broadcasting because of a lack of skills.

The centre would target these stations.

AGN broadcasts via satellite for four hours a day to several companies, and also provides an educational service to tertiary institutions across SA.

## Technikon investigates four senior officials

Farouk Chothia

BD 26/5/95  
DURBAN — The ML Sultan Technikon would investigate allegations of mismanagement, incompetence and negligence made against four senior management officials, staff representative Ujen Purmasir said yesterday.

Speaking at the same press conference as Purmasir, rector Prof Ramanlal Soni said a committee of inquiry would investigate the allegations by June 23.

The students' representative council (SRC) has claimed that vice-rector Prof Antony Arkin, vice-rector Hussain Abram, registrar Johnson Naidoo and finance director Ashok Valjee were "out of touch" with campus events.

The SRC claimed funds, computers and vehicles had gone missing. It warned that the safety of the four could not be guaranteed. The technikon has leased offices for the four off campus.

SRC president Mathutho Motumi said yesterday the four would be allowed to return to the campus, to prepare and appear before the inquiry.

Soni said agreement had been reached after the Independent Mediation Services of SA brokered talks between the various stakeholders. Motumi said all the stakeholders had recommitted themselves to the establishment of a Broad Transformation Forum.

Sapa reports technikon spokesman Rumilla Naran said students and lecturers had agreed to return to classes today.

# Looking to the future

(260) FM 26/5/95

**Eskom still** finds itself with surplus capacity through failing to forecast the economic downturn around the end of the Eighties. Some of the older stations are still mothballed and some are being decommissioned. Yet the time will come when new supplies of power will have to be procured. Eskom is looking towards the year 2000 with some imagination.

Eskom's 19 power plants have a nominal capacity of 37 840 MW — over half of the installed capacity in Africa. It supplies more than 95% of the electricity consumed in SA. In 1994, the demand for power increased by 3,9%, exceeding Eskom's forecast. The demand for power rose by 7% to peak at 25 000 MW as a result of the cold winter. It is expected to grow by more than 6 000 MW by 2000.

In July 1994, Eskom adopted an integrated electricity plan embracing an optimal combination of supply and demand options, taking into account the expected growth and Eskom's capacity. As part of the plan, Eskom is reviewing its capacity requirements. As the dedicated coal proved insufficient, coal will be railed to the new Majuba power plant in Natal, the first unit to be commercial in 1996, while the programmes for Majuba 4, 5 and 6 are being reviewed. Some older stations — Ingagane, Highveld and Taabos — will be decommissioned.

An agreement has been reached for the setting up of a southern African power pool — open to all SADC countries plus Zaire. Negotiations among electric utilities to arrive at a draft agreement are almost complete, whereafter comments will be sought.

Agreement has been reached for the renewed supply of power from Cahora Bassa in 1997. Work is proceeding to rehabilitate the transmission line to SA, extensively sabotaged during the civil war in Mozambique.

Eskom energy manager Brian Statham says natural gas, in the regional setting, has great potential if available for power generation. On the west coast, the Kudu field could probably sustain a base load plant of nearly 2 000 MW "if the economics are right". The Pande field in Mozambique could sustain a plant of about 1 000 MW.

Eskom, for practical reasons, will limit itself to about 15% of imported power but the exact figure will depend on prices. But imports are not the only possibility for augmenting Eskom's capacity. Some independent power producers are expressing interest in becoming involved and there may be opportunities for them to supplement capacity, either supplying Eskom or in competition.

Eskom has in recent years concentrated on building generating units of about 600 MW, the so-called "six-packs". Technically, says Statham, Eskom could install and run 900 MW units and there are coal fields that could sustain units of that size. There would be benefits of scale.

However, there are also advantages of standardising on 600 MW units. Indeed, it might even be appropriate for reasons of flexibility to turn to smaller units. Eskom has taken no decisions, though all options are being investigated. We should remember that the stations still mothballed have units of around 200 MW. They will influence the flexibility for operations when

Eskom is keeping the nuclear option open and has bought a number of suitable sites. The relative economics of nuclear power is improving. There have been advances in nuclear plant design with a move to smaller, low-maintenance, simpler systems. By the time Eskom needs to consider the nuclear option — some time in the next century — many of these innovations will probably be commercially proven.

Statham says there is considerable emotion around the nuclear safety issue. The greater the number of years that pass after Chernobyl, the more the potential impact of nuclear incidents will be understood.

Pumped storage schemes may become more important as they can serve a dual role of compensating for peak demands for power and transferring water across geographic divides.

Statham considers it important that all these options are kept open. SA is blessed with cheap coal but environmental constraints may prevent us from taking full advantage of our extensive reserves. The imposition of a global "carbon tax," for example (though unlikely), would have a major impact on the energy mix in SA.

Eskom is working on the assumption that economic growth will be somewhere between 3%-4% a year. Based on this, it will need to commission another power plant only around 2008. Lead time — now a remarkable 3-3,5 years in Europe — is one area where combined cycle scores heavily.

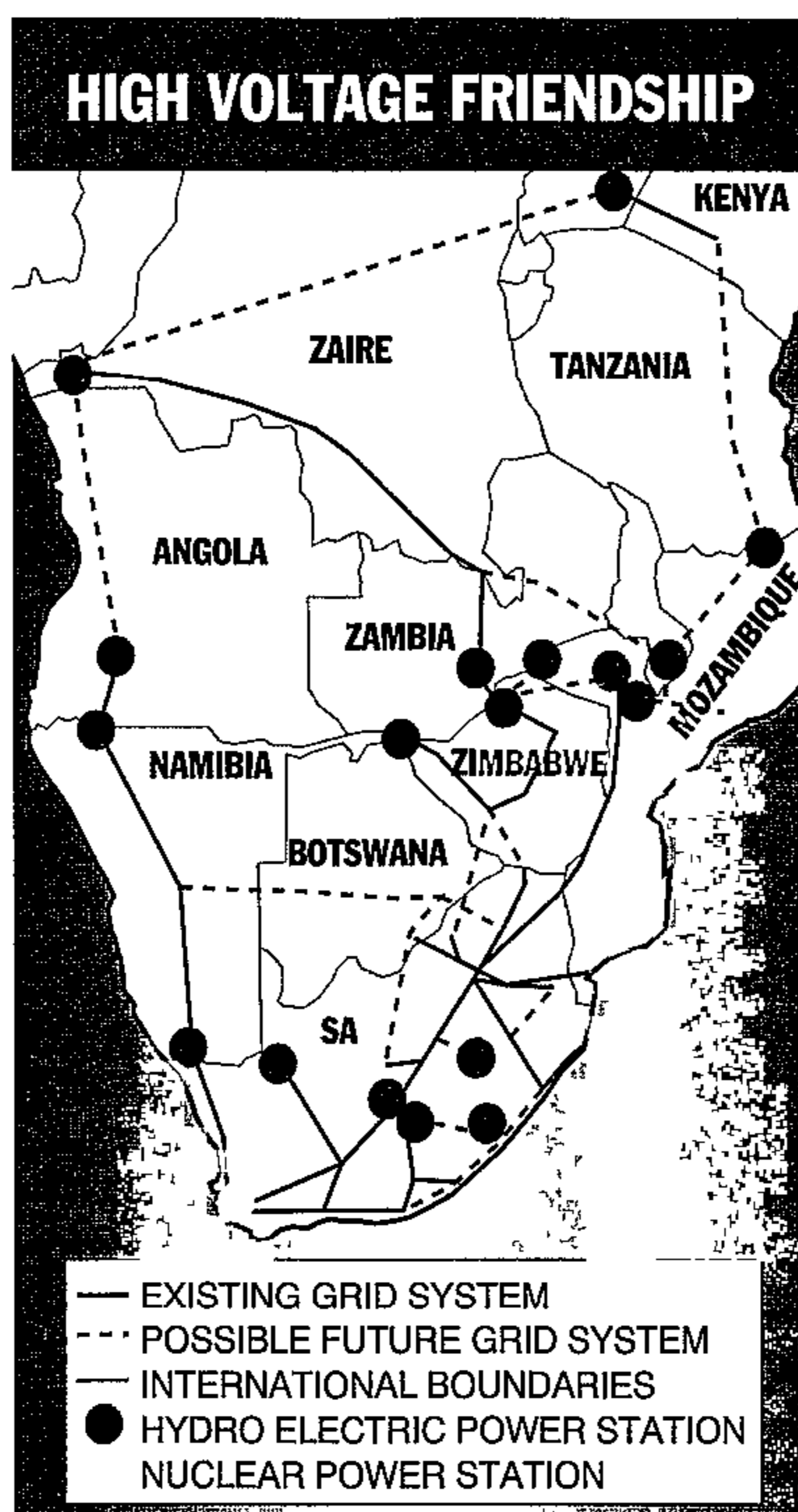
Though the plant is marginally more expensive, the shorter lead time cuts financing costs.

The structure of load growth will also influence Eskom's decision. If the load is going to peak more because domestic demand grows relative to other segments, the combined cycle and pumped storage options offer more flexibility as they have quicker start-up times than conventional coal-fired plants. But the need for peaking capacity will also depend on how soon we can link with neighbours to tap their hydro-electric capacity.

The next technical advance after the combined cycle would be the fluidised bed boiler, which has been brought to the stage of delivering around 200 MW in Germany.

Finally, there are marketplace options such as interruptible supply agreements with major users. These would allow Eskom to reduce its reserve margins and therefore its costs.

Evidently, the spirit of technical innovation and proactive management of the electricity market are alive and well and living at Megawatt Park.



they return to service.

Most relevant, modern combined cycle generating units come in modules of about 200 MW-250 MW. These generating systems first use the burning fuel to drive a gas turbine and then to heat a conventional boiler in a two-stage process. The combined cycle achieves a thermal efficiency of around 45%-50%, compared with, say, 36% for conventional boilers. It is also considered to be cleaner environmentally.



RMB AND UMGENI

# Some awkward questions

The funding of a public enterprise should not be a private matter

(260) FM 26/5/95

The virtues of a public corporation making a market in its own stock, even when assisted by a hot-shot merchant bank, cannot always be taken for granted. Sometimes mistakes are made. Umgeni Water and Rand Merchant Bank (RMB) admit that to be so

What is interesting is how felicitous these market-making endeavours may also be to covering up those mistakes — and sometime blaming them on inflexible accounting procedures. For that is essentially the saga of how a modest public undertaking like Umgeni Water finds itself overborrowed (although this is denied) after, by its own and RMB's admission, having misread the interest rate cycle.

In financial 1995 Umgeni had a turnover of R291m, a profit of R12,1m and capital expenditure of R300m. Yet it has borrowed more than R2bn — and that without proper authorisation.

Umgeni is an authority established in 1974 and regulated by the Water Act. In theory at any rate, Umgeni is self-financing and receives no State funding, nor does the State provide guarantees for long-term debt. In practice, capital market investors assume that the State would stand behind paper issued by an authority over which it, ultimately, has control.

Umgeni is a monopoly supplier of potable water for the Durban/Martizburg area. Essentially, it stores water and distributes it; it is able (within limits) to set tariffs and that underpins the stability of its cash flows — important to lenders.

However, beginning in June 1991, options in Umgeni Water stock began to flow on to the market in increasing quantities. These options, written by Umgeni itself, were facilitated by RMB, at the time apparently mandated as Umgeni's market-maker. Unfortunately, these option issues coincided with a gilts market which, from January 1992 onwards, rapidly acquired all the tendencies of a rampant bull. This meant that, as interest rates fell, so options in Umgeni long-dated stock became increasingly attractive because they provided capital profits. Holders called therefore for the underlying paper.

Umgeni had to supply; its officials had no alternative — despite that it failed to secure the authority of the Minister of Water Affairs, which is required by the Water Act (No 54 of 1956). Umgeni's financial director Avison Carlisle says this authority has still not been secured.

By September 1992, Umgeni's position had worsened though Carlisle now flatly claims it "was manageable." Umgeni had issued something approaching another

R2bn of paper (a figure which Umgeni says is "totally misrepresented"); it had received cash loans totalling about R1,8bn. Its treasury officials applied some of this money to the purchase of other long-dated stock such as Eskoms and RSAs. The balance was placed in the money market at rates sub-



Ferreira ... found it difficult to sleep

stantially below those Umgeni itself was paying on its own paper.

These actions could only have had one outcome: losses. According to information available to the *FM*, by September 1992 these totalled about R200m — sufficiently large to warrant a meeting attended by top officials of both Umgeni and RMB.

The causes are not hard to find:

- Umgeni's unauthorised borrowings from external sources had risen by more than R2bn;
- These were approved by Umgeni's board — but without the prior or subsequent approval of the Minister,
- In the period the borrowings were made, long-term interest rates declined (from above 17% to below 14%); and
- Umgeni invested a substantial portion of the proceeds from loans in the money market earning yields which also declined substantially over the same period.

However, the losses incurred are not shown against Umgeni's income statement; instead, they are offset against the loan discount account in the balance sheet. In this case, it seems the loan discount has

been used as a convenient parking place for losses arising from unauthorised borrowing and trading activities.

Responding to this, Carlisle says "a loan discount arises from (the) difference between the nominal value and the cash proceeds of a loan." This is standard accounting practice. However, Carlisle says. "The practice of writing off position losses is the common practice among issuers and is a cost of borrowing." What Carlisle says suggests that Umgeni might have used the loan discount to park trading losses which otherwise would have been brought to account in the income statement.

In August 1992, in response to the interest rate plunge, an urgent meeting was called between Umgeni and RMB. It was held in Maritzburg in September 1992 and was the first meeting with Umgeni attended by RMB chairman GT Ferreira in three years. He told the meeting, chaired by Umgeni's CE G J D Atkinson and attended by RMB directors Paul Harris, Russell Loubser and Alberto Bottega (along with Carlisle, Clive Packer and other Umgeni officials) that the "situation" was of such a magnitude he was unable to sleep. At that meeting, Ferreira said bluntly of the accounts: "The true position isn't reflected." He was referring, Harris said, not to the losses but to Umgeni's gross overborrowings. Ferreira now says the reference was to a valuation report, not to overborrowings.

In reviewing this watershed meeting, what becomes clear is that, for the first time, the underlying dilemma was clearly enunciated and understood. Umgeni's new CE Brian Walford, manfully defending actions in which he played little part, admits it was a crisis but it wasn't of undue significance.

Nevertheless, in reviewing the decisions made, the *FM* is aware that those attending were confronted by a simple choice: either they quantified and then disclosed the nature of the crisis, or they created mechanisms to remedy the situation and, to provide time, to change the manner in which trading transactions were reported.

Later in the meeting, Ferreira told Atkinson that RMB had acted in the market on behalf of Umgeni without its prior knowledge RMB had bought large amounts of government and Eskom stock, in order to protect Umgeni from its existing exposure.

Then, as though realising the import of this admission, Ferreira added that there "were certain misunderstandings." In a subsequent statement, Ferreira suggests Umgeni rejected RMB's action "because it



# Afrikaans firms may boycott SABC

(260) Star 27/5/95  
By BRONWYN LITTLETON

Afrikaans companies might withdraw advertising following the SABC board's approval for a television formula that could give English primary status over the other 10 official languages.

A spokesman for Sanlam had no official comment, but added that previous statements stood: the company would withdraw its advertising if it could not reach its market through television.

Absa Bank spokesman Alec Hogg said the banking group would also have to look at alter-

natives to reach the Afrikaans-speaking market if the SABC lost Afrikaans viewers.

The group had not threatened to withdraw, he said, but "we would have to review our position", he said.

Advertisers are to be consulted on the television format on July 25. Final board approval is expected in September. The new format should be up and running in February next year.

The board has provisionally approved a new formula of three channels, with Channel 3 primarily in English.

## BRIEFS

### Editors support govt request

THE BLACK Editor's Forum said yesterday it supported the government's request for free air time on national television and radio.

Chairman Thami Mazwai said in Johannesburg that "given the circumstances currently prevailing - whereby the media's control and focus is dominated by forces hostile to the main component of the Government of National Unity - the request is in principle acceptable".

Mazwai said the Forum does, however, reserve the right to review its stance as more information becomes available (260) of CP 28/5/95

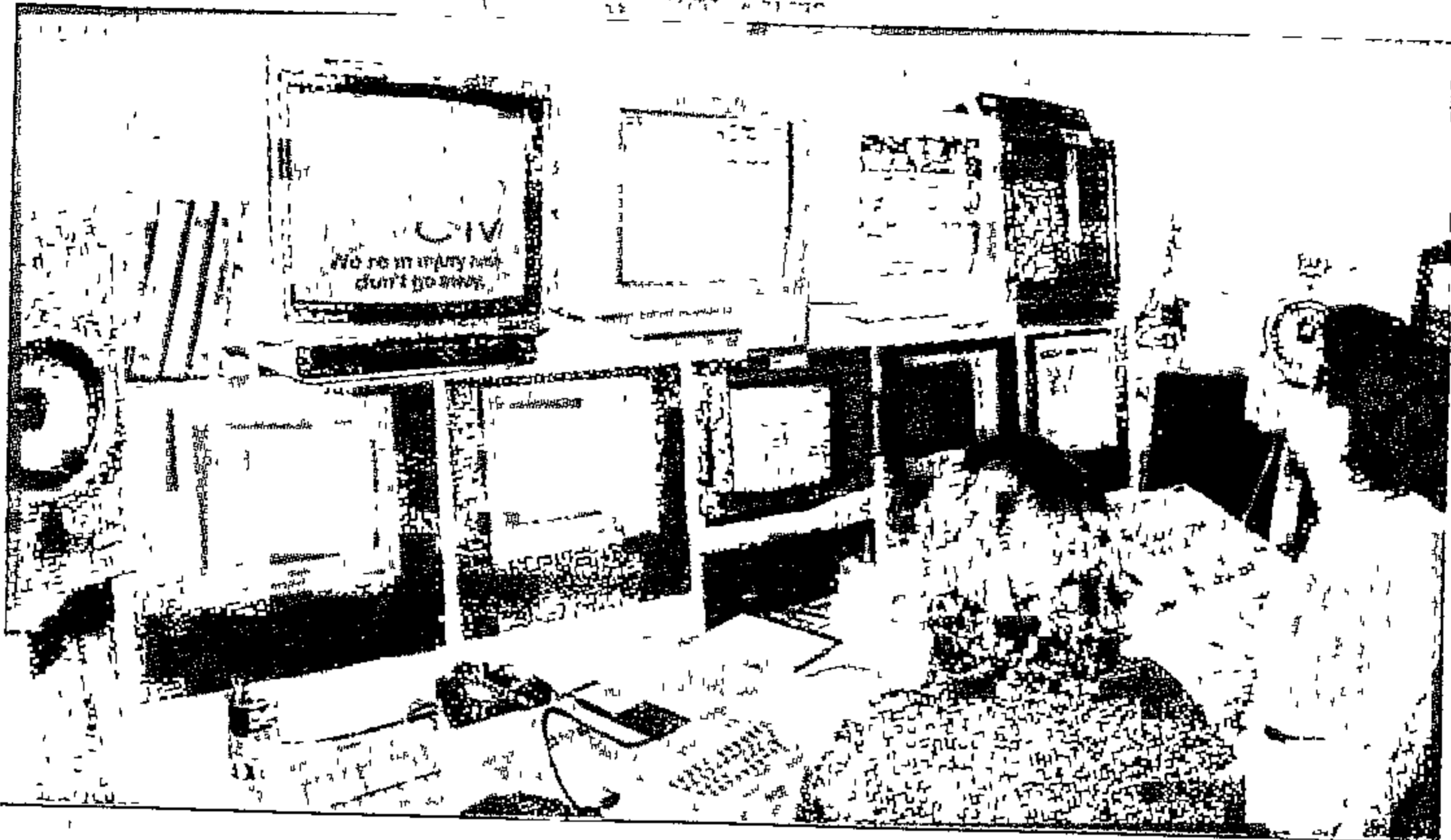
The Forum maintained support for openness and free information flow, adding that this must also apply to the GNU.

**Editors back TV call**

*APU 29/5/95*  
JOHANNESBURG — The Black Editors' Forum says it supports the government's request for free airtime on national television and radio although it reserves its right to change its stance as more information becomes available

● Reports by Sapa (260)





**UP AND ROLLING:** The country's first regional television station, RWC-TV, took to the air waves in Cape Town this weekend on a temporary broadcasting licence. Final controllers Mr Josh Galvin and Mr Cedric Robertson kept a close eye on production yesterday

PICTURE ALAN TAYLOR

## W Cape regional TV station launched

CT 29/5/95 (260)

**CLAIRE BISSEKER**  
STAFF REPORTER

THE country's first regional television station, Regional Western Cape TV (RWC-TV), has kicked off with a combination of Rugby World Cup footage, panel discussions and local actuality.

The Cape Film and Video Foun-

ation had 14 days to set up studios in Kloof Street after the Independent Broadcasting Authority gave them the first temporary TV broadcasting licence.

For 30 days it will rebroadcast all Rugby World Cup matches, 48 hours after the SABC, interspersed with local material, said programme director Mr Ron Brown.

"After 30 days we want to go back to the IBA for a permanent licence as the Western Cape's regional TV station."

To find the 24-hour channel, choose an unused channel on your TV, flick the frequency switch to UHF and scan through the stations. It should be just past M Net's Community Channel.

# Parastatals to watch bonds

Mungo Saggot

(260) M 29/5/95

ESKOM, Transnet and Telkom were unlikely to follow government into international capital markets this year as their funding requirements had largely been met and they would wait to watch the performance of the new government's two benchmark bond issues, analysts said.

All three parastatals said they had no plans to go to international capital markets this year.

But Transnet treasury GM Johan van Schoor said Transnet could take out an international syndicated loan this year and Eskom treasury GM Johan van den Berg said Eskom could decide to tap the US bond market

at the end of the year for next year's funding requirements if the US market improved significantly. Eskom's funding requirements for this year were met with a five-year \$100m syndicated loan taken out in March.

Government earlier this month launched a second international bond — a R1,3bn five-year Japanese issue. In December it launched a \$750m five-year issue. The aim of the issue was to open up the markets for other SA borrowers such as parastatals.

One capital market analyst said its performance had been hit by the Mexican financial crisis which had shaken confidence in emerging markets and had driven the spread on the issue as

high as 350 basis points above the benchmark US treasury bills. But now that the Mexican crisis had faded the risk attached to the bond had fallen, pushing the spread down to about 270 points.

Good response to the Samurai issue, which followed a successful road show by the Finance Department, coupled with the rand's solid performance since the abolition of the financial rand, would also boost sentiment towards SA and would probably help lower the spread on the issue. But parastatals would seriously consider going into the international market only when the spread dropped as low as 220 basis points above the benchmark US bonds.

## Afrikaans firms 'did not threaten to boycott SABC'

Ingrid Salgado

20/5/95 BD  
ABSA had no intention of withdrawing advertising from the SABC on the grounds that it planned to limit Afrikaans coverage to two television channels and make a third channel predominantly English, the group said yesterday

Recent reports indicated that Absa and Sanlam had threatened to withdraw their advertising if SABC plans were implemented.

Absa communications GM Alec Hogg said that if policy changes meant Absa could not reach its target market as it had in the past, it would have to examine other means of advertising

Although subsidiaries Volkskas and TrustBank provided services to a number of Afrikaans-speakers,

United Bank and Allied served predominantly English-speaking customers. The SABC's plans would not affect advertising for a large section of their target market, he said.

Absa was not a "parochial little Afrikaans bank". However, the Afrikaans-speaking population was "extremely important" to Absa. The group would follow its commercial interests to ensure maximum exposure to that market

English was a strong second language preference of most SABC viewers and the proposed changes would not necessarily alienate Afrikaans viewers

A Sanlam spokesman said yesterday the group would also change its advertising strategy if SABC plans meant it could no longer reach its market.



# SABC looks ahead to channel-surfing

ET 31/5/95 (260)

**JOHANNESBURG:** The SABC would introduce "channel-surfing" if its proposal for three channels was accepted by the Independent Broadcast Authority, the corporation said yesterday.

In its fourth submission to the IBA's triple inquiry hearings, the SABC said the programming of its proposed three channels was such that channel-surfing would be unavoidable.

The proposed channels would have a local content of 60%. Channel One would be a family channel across language diversity, Channel Two a youth channel and Channel Three mainly for metropolitan adults.

The SABC reiterated it was critical that it retain three channels because it "bears the full and sole responsibility" for public broadcasting in South Africa.

Sentech, a branch of the SABC, should not become autonomous but a division of Telkom South Africa, the United Satellite Network told the IBA heard yesterday.

Explaining this, Mr Mark Grey, USN managing director, said "It is now possible to send video down telephone lines and we believe that in the next 10 years video transmitted down the telephone line will be a reality" - Sapa

# Tobacco legislation takes effect

Kathryn Strachan

TODAY is World No Tobacco Day. D-Day for displaying the new health warnings on all tobacco advertising, whether in print, in the cinema, on billboards, on television or radio.

Medical Research Council representative Derek Yach said yesterday that tobacco companies had taken down the signs on billboards, rather than display the legislated health warning.

Many signs had been replaced by health messages warning the public on drinking and driving.

He urged the public to press charges if they came across contraventions of the new legislation.

The Health Department has also introduced a free phone quit line from today. It estimated that 60% of South Africans had tried to give up smoking more than once, and that extra support was needed.

Yach said that while the new legislation was welcomed, it was still flawed because it included only warnings and failed to control trade-

marks and sports sponsorships which is a large factor in reaching the targeted audience

Over the next three months there will be discussions over draft legislation controlling smoking in the workplace and public utilities.

Yach said SA's level of tobacco-related deaths was the worst on the continent, comparable to countries such as Thailand and Brazil.

The MRC and the HSRC yesterday also released the findings of a national survey which showed that the number of children and non-smokers exposed to tobacco smoke at home had reached critical levels as nearly 50% of respondents reported that at least one member of their household smoked

The survey found that one in three South Africans smoked. The rate had risen by 3% over the past three years. The coloured population group had the highest smoking rate at 59%, followed by Asians (36%), whites (35%) and blacks (31%)

"This exposure to smoke at home is already a probable cause of the high

rates of low birth weight, asthma, acute respiratory infections and pneumonia in children," said researcher Priscilla Reddy

She said research in the last three years in areas such as Soweto, Eldorado Park, the Vaal Triangle, Mitchells Plain and Bishop Lavis had highlighted the relationship between mothers who smoke and low birth weight, and the adverse effect of parental smoking on acute respiratory infections and asthma in children.

The survey showed that this knowledge was not sufficient to stop people exposing their children to the harmful effects of tobacco. Instead, a comprehensive community based programme, backed by a price hike making cigarettes less affordable to children, was needed.

In another survey by the MRC and the Greater Johannesburg TMC it was found that nine out of 10 children aged between 10 and 12 were able to buy cigarettes from 200 retail outlets in the area.

● See Page 15

## SABC proposes reduction of television advertising revenue

Ingrid Salgado

THE SABC would reduce television advertising revenue from 73% of television income to 50%, while licence fee revenue would rise 5% and government contributions 15%, the group told the Independent Broadcasting Authority yesterday.

This would free commercial revenue for new broadcasters and would force the SABC to consider alternative income sources, it said.

Licence fee revenue would increase from 20% to 25% of total income, government would be asked to provide 15% and revenue from other sources would increase from 7% to 10%.

The broadcaster would put in place mechanisms to increase licence fee revenue, including improvements to its collection system and receipt of income from levies on electricity. It would ask government to provide additional revenue as compensation for the sale of the SABC-owned Sentech, which provides a video signal distribution function

The funding proposals form part of the SABC's restructuring plans, which also provide for "channel surfing" — switching between its proposed three channels.

SABC spokesman Solly Mokoetle said news in all 11 official languages would be given airtime. Seven 30-minute news broadcasts would be aired across the channels every weekday.

Channel Three would be a predominantly English channel catering for specialised interests, while Channels One and Two would cater for the 10 other languages.

Tsonga and Venda would eventually be given news coverage in the Northern Transvaal.

Channel Three would keep the familiar TV1 format, but all news bulletins would be in English.

The transformation would be a transitional measure and would be launched in February next year. The SABC would continue to refine its proposals.

Mokoetle said channel surfing would allow viewers to switch between channels if they did not understand certain languages. This ensured each major language grouping had coverage on at least one channel during prime-time viewing.

SABC CE Zwelakhe Sisulu said the corporation hoped to spread advertising equitably across the three channels, but it would probably initially be predominant on the English channel.

## Police seize Durban porn

Bonile Ngqiyaza

PORNOGRAPHIC material was seized during police raids on about five Durban shops on Monday following complaints from the public, police said.

Col Bala Naidoo said the docket would be forwarded to the senior prosecutor

At least 70 adult video tapes were confiscated from the offices of Adult Video News Magazine.

Magazine publisher Cliff Naidoo said his lawyers were considering lodging an application in the Durban Supreme Court today.

He said "most companies involved in the industry are using the proposed Film and Publications Bill as their guideline in the absence of fair legislation"

Home Affairs Minister Mangosuthu Buthelezi said last month the draft Act could not be seen as legalising pornography and the old Publications Act remained in force

*SABC submits new proposals to IBA*

# 'Channel surfing' will be the way to go on TV

*Star 31/5/95 (260)*

■ BY MICHAEL SPARKS

The SABC's message to the viewing public in its submission to the Independent Broadcasting Authority (IBA) yesterday was to buy a television set with remote control

SABC spokesman Ken Modise admitted the corporation's restructuring proposals meant that "channel surfing" was inevitable in order to follow programming in any of the official languages other than English

SABC head Zwelakhe Sisulu said the new submissions, the fourth by the corporation to the IBA, came out of the strong reaction to their last presentation which relegated Afrikaans to a shared-language channel

The new channel structure

sought continuity, so that people could watch news bulletins on the same channel, at the same time, every night of the week

Sisulu emphasised that the channel structure had not yet been finalised.

In the new channel structure, Channel 1 would include adult and family programming in all languages. This would include three news bulletins in prime time on week nights: early news in the Pedi language group, the 8pm news in Xhosa with a regional split for Venda, and the late news in Afrikaans

Channel 2 would be aimed at a youth audience and it would have early news in Zulu, with a regional split for Tsonga, the 8pm news in Sotho with a Swazi

regional split, and the late news in Tswana with a regional split for Ndebele

Channel 3 would have English as its core language with news at 6pm and 8pm in English, and no late news bulletins. Although the core language would be English, a significant amount of programming would be multilingual.

Programmes could also include dubbing, subtitles or simulcasting

Lovers of the classical movies will be pleased with a regular classic movie screening on Sunday evenings on Channel 3

SABC resources management head Tahb Sadik said the moratorium on back payments for television licences had led to 244 000 new licences being taken out and bringing in R25-million



# New move at SABC

*260 Sowetan*

THE SABC will introduce a new viewer pattern, "channel surfing", if its three-channel proposal was accepted by the Independent Broadcast Authority, the corporation said yesterday *3/15/95*. In its fourth submission to the IBA's hearings in Johannesburg, the SABC said the nature of programming on its proposed three channels was such that "channel surfing" — when viewers switch from channel to channel to watch programmes in a preferred language — would be unavoidable.

A break-down of the proposed channel models, which would have a local content of 60 percent, indicated that Channel One would be a family channel catering mainly for adult and family viewers across language diversity, Channel Two a youth channel across language diversity, and Channel Three a specialised channel mainly for metropolitan adult viewers.

News programmes of 30 minutes each would be broadcast nightly on Channel One at 6 30pm in Sepedi, 7 30pm in Xhosa and 9pm in Afrikaans. Channel Two news would be broadcast at 6 30pm in Zulu/Tsonga, 7 30pm in Swazi/Sesotho and 9pm in Tsonga. Channel Three news would be mainly English — Sapa.