

TELEVISION

1975 - 1977

Joker in the TV pack?

F.M. 7/3/75

3119

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

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

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

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

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

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

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

Retail comment seems less bitter although equally convinced that government is aware of what has been going on. "It'll mean virtually a seventh manufacturer whose sets will be as competitively priced as those manufactured in SA."

Philip Theron, Secretary for Industry, firmly denies any knowledge of the Swaziland moves. To be fair, a spokesman for the Swaziland Industrial Development Corporation also denies having notified Pretoria officially, since it

claims developments are not yet firm enough and that only exploratory talks have so far taken place. "Of course it would be a bit surprising if the SA government didn't know anything about the talks," he added.



Philip Theron... no knowledge of Swazi sets

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

Government may yet have to accept the Swaziland development and publicly justify its *volte face* by claiming long range political motives. From the consumer's point of view it would add another product to those available and help keep competition brisk.

HANSARD. 7. Q. columns. 536-37.

18 March 1975.

311A

X Television licences and programmes

The MINISTER OF INFORMATION
(for the Minister of National Education)
replied to Question *40, by Mr. R. M. de
Villiers:

Question:

- (1) Whether the South African Broadcasting Corporation proposes to issue television licences before January 1976; if so, (a) from what date and (b) what will the period of validity of the licences be;
- (2) whether any programmes will be televised before January 1976; if so, (a) what will the nature of the programmes be, (b) when will they be instituted and (c) for what period per day will they be televised.

†Reply:

- (1) Yes; and (b) still under consideration.
- (2) Yes.
 - (a) (i) Recordings in which colour and movement play an important part, for instance, traffic on a freeway, pedestrians in a busy street; landing and take-off of aircraft; arrivals and departures and other activities on a railway platform; the movement of tropical fish in a tank; and other recordings of this kind.
 - (ii) Various kinds of colour slides.
 - (iii) Recordings of different types which have been made

by the S.A.B.C. for experimental purposes or for training.

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

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

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

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

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

†Mr. SPEAKER: Order!

HANSARD. T. Q. 573-74-75

21 March 1975.

311A

†The MINISTER OF ECONOMIC AFFAIRS:

(1) An application has been received from the same person on two occasions.

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

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

23-inch colour sets: R500—R525.

23-inch monochrome sets: R175—R225.

(2) No.

(a) The application was refused on 18 February 1975 and the renewed application has not yet been replied to.

(b) and (3) For a number of reasons it was found necessary to restrict the local sales of television receivers to those the design and construction of which comply with the specifications of the South African Bureau of Standards and in respect of which it can be ensured that they will be serviced and repaired by the manufacturers concerned. Imported reconditioned sets cannot comply with these requirements. The six local manufacturers also have the capacity to supply more than the expected demand for television receivers.

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

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

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

of sets which was approved of, was only approved of in order to deal with a local and temporary shortage, and these sets were allotted to those companies that were prepared to decentralize their activities.

Importation of reconditioned television sets

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

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

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

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

HANSARD 7

Q. 572-4

21 March 1975

311A

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311A

John Cundill

STAR

24/4/16

The Government is under heavy fire for its delays, bungling and interference over the introduction of television.

The latest criticism is sparked by slow sales of TV sets and the prospect of competition from neighbouring territories.

The Association of Chambers of Commerce has criticised the Government for its massive interference in the manufacturing and distributive processes in the television field, even though it acted with the best intentions.

The president of Asso-com, Mr. J. Melville Pals, said in Welkom that the Government is subject to criticism and dissatisfaction — whether justified or not — from all parties involved.

These were:

- The six licensed manufacturers themselves for the loophole which will allow sets to be made in Swaziland and Botswana and imported to South Africa.

- The public, because

To Page 3, Cont.

TV dealers: *Cape Times 7/6/75* 'Best to buy'

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

'Lesson' for SABC men

Cape Times Correspondent

JOHANNESBURG — Test TV last night screened a South African Tourist Corporation travel film: "On the third Day", which could have shown SABC cameramen a thing or two.

This award-winning film produced and directed by John da Silva revelled in superb shots of exotic wild flowers. The cinematography was excellent — free of disturbing light and colour discontinuities and other errors that have cropped up in films shot by SABC cameramen.

The other film was a documentary, "A tribute to Steam".

As a whole it made for dull viewing.



"They feel that the sets sold in South Africa will have such a long life expectancy (eight to 10 years) that buying will be the best bet for most people."

When a television started up in Britain the sets were unreliable and always breaking down, so it was cheaper to hire a set, one dealer said. But most of the problems had been solved and the sets sold in South Africa would give a minimum of trouble.

Dealers also pointed out that the sets being sold here were the most modern in the world and that the chances of their becoming obsolete in the next few years were remote.

In the early days of TV, however, improvements were being made all the time and some buyers were stuck with outdated sets.

The hirer was at an advantage then for he could change to a new model on a revised contract without losing.

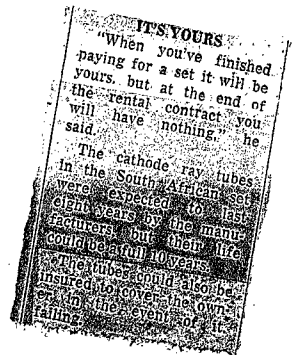
QUEUERS

The rental firms said that in Britain 80 percent of people hired sets but a City dealer, Mr Paul Bother, said he was unimpressed. "British people are queuers and renters. South Africans are not; they will want to own their own sets."

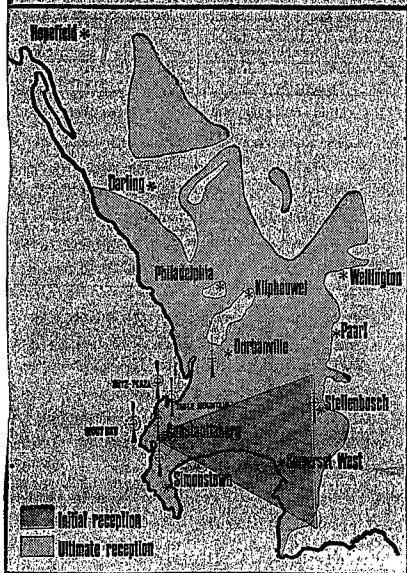
He did not regard the rental firms as a threat to his sales.

Mr Ivor Gash, another dealer, said people should compare the cost of hiring a set for a specific period with the cost of buying a set on HP plus a two-year service contract to take care of the risk of faults and failures.

He had no doubt that this "arithmetic" would decide the issue in favour of buying.



ONLY one television transmitter in the Peninsula and Western Cape is guaranteed to be on the air for the start of test programmes on July 1.



THE DARKER SHADED TRIANGLE on this map shows approximately the area that will receive TV reception from the main Constantiaberg transmitter when test programmes start on July 1. The lighter shaded areas are those that will get reception later.

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

The city centre and environs and the Atlantic seaboard suburbs, plus other areas both in the Peninsula and in the surrounding country, may not see the experimental start to TV.

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

Gap-fillers

One main transmitter and eight gap-filling booster stations are planned to cover the Peninsula and surrounding areas. And in the country areas of the Western Cape neither the main transmitter at Villiersdorp or George, nor the gap-filler near the Knysna Heads, which is linked to the George transmitter, will be ready before towards the end of the year.

Details on technical progress were given in an interview by Mr. Henry Meyer, regional manager of the SABC in the Western Cape, and Mr. H. J. Duncan, the SABC's regional engineer, three weeks before test television is due to start in the Western Cape.

They said the Constantiaberg suburbs transmitter (which will serve suburbs on the Simonstown line from Mowbray to just short of Muizenberg and an area across the Cape Flats, the northern suburbs, Somerset West, The Strand and Gordon's Bay) was guaranteed to be on the air.

This transmitter will also serve parts of Hout Bay.

Sea Point

As many as are ready will transmit, but we must point out that they could be subject to interruption because of testing problems.

The gap-filler stations at Simonstown, Table Mountain and on the Ritz Plaza hotel in Sea Point are almost complete.

The Simonstown gap-filler, which is on Red Hill, serves the coastline

corner.

The Table Mountain gap-filler, which is on the upper cable station, will serve the central city and adjacent areas, Camps Bay and Clifton and parts of Malmerton and Bloubaerg which are not in sight of the Constantiaberg transmitter.

Continued on Page 2, col 5.

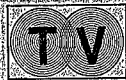
City not yet C.T. 10/6/75 'switched on'

Cape Time Reporter

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

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

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



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

"You'd think the SABC

would by now be able to tell the public that TV will be well worth their while. Surely, they must have something attractive lined up," one dealer said.

Another dealer said, however, that the SABC could not be blamed entirely. Capetonians were conservative buyers and he did not expect a rush for sets at this stage.

TV documentary on plants shows promise

Cape Times Correspondent

JOHANNESBURG—Cecil Jubber's first TV documentary, screened last night, showed promise.

Mr Jubber, a well-known radio broadcaster, switched to TV recently. "Kirstenbosch", his feature, ran for 30 minutes. There was good photography of some indigenous flowers, but it was not as impressive as John da Silva's shots, seen last Friday night, in the film "On the Third Day".

The main fault in "Kirstenbosch" was a tendency in the narration to use too many words, while saying very little. The words assumed more importance than the picture.

No blind buying

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

"Some people are buying, but so far all the sales talk has not got across. Another worry for many people is whether to rent, buy on HP or buy outright. We have found that people who wish to buy outright are concerned about after-sales service. And they can be forgiven in a country that is notoriously lax about this."

Meanwhile, large TV signs now hang outside the shops of most selling points in Cape Town, and there are scores of them.

Hazy and dull

TV sets are being displayed in windows all over the City, and people gather round on the pavements to watch videotape performances.

These window shows are a curiosity, but they are not helping to sell TV to the average man in the street. Nearly everywhere I went yesterday, the remarks of casual onlookers were unfavourable.

Many onlookers found it hazy and dull. Others said there was too much vibration. To most, it could not compare with the cinema screen.

"It's a laugh," said one man. "Who's going to lay out R1 000 for that?"

Perhaps TV will make a better impression when

311(A)

Sales of TV sets plummet

STAR 13/6/75

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

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

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

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

"If the SABC extends the viewing time and improves the entertainment content of the test schedules, then I can foresee sales of between 100 000 and 130 000 at the end of the year.

SLOWDOWN

"Our estimates were originally between 226 000 and 300 000."

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

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

TESTS 'FINE'

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

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

The Stellenbosch Bureau for Economic Research said in its consumer survey yesterday that since the last report in March there had been a drop in the number of people who were considering buying

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By HERB KIMMEL

A WITCH-HUNT has begun at SABC-TV after last week's SUNDAY TIMES report of the corporation's television staff and spares crisis.

Staff leaking SABC secrets have been threatened with dismissal, and other steps to punish offenders have been extended. Meanwhile, the SABC's TV crisis has worsened.

A senior member of the technical staff said the witch-hunt started on Monday.

"They have been making life very difficult for a number of us. I have an interview for another job lined up. My days at the SABC are definitely numbered."

Mr Jan Swanepoel, Director-General of the SABC, said this week he would fire any members of his staff who discussed internal corporation affairs with the Press.

Disloyal

"I have got the names of the ringleaders who went running to the newspapers — they had better watch out. When we catch them, we will sack them immediately," he said.

Mr Swanepoel said it was "disloyalty" to the corporation to "carry tales. They are all traitors. I am sure they are all people from overseas. They had better be careful, because I will ask the Government to send them back — they are trying to undermine the SABC."

Mr Swanepoel said the SABC was the most enlightened employer in the country — "although we can't always pay the best salaries."

Witch-hunt after 'leaks' to Press

Sun Times 15/6/75

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

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

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

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

He said it was quite possible that Mr Swanepoel and other senior personnel were not aware how serious the situation had become. "They either don't realise it or else they refuse to believe it."

He said that he and a number of his col-

leagues had been made to feel uncomfortable this week. "I have been told that the job I have been doing no longer exists — and I am not prepared to do the job they are now asking me to do."

Reprimand

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

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

According to an authoritative source the Television Training Centre is no longer being used to produce

programmes. From last Monday the studio in the Training Centre has been used solely for training purposes.

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

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

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

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

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

"Everything is going well and according to schedule. We have our technical troubles but nothing is insurmountable and I am very pleased with our progress."

Swazi TV sets
on sale soon

TELEVISION sets are expected to start flowing off the production line at Swaziland's television factory early in September. Finn Holm, newly appointed managing director of Salora Swaziland, said yesterday.

Mr. Holm said the Salora sets will be on sale in South Africa by October.

The sets will first be assembled in premises leased from the Swaziland National Industrial Development Corporation.

At the beginning of next year, the company will move into its own factory office and warehouse complex at Matsapa, the industrial suburb of Manzini, Swaziland's second largest town.

A contract for construction of the plant will be signed this month and work begins in July.

Salora Swaziland will

spend more than R1-million in building and equipping the 7,000-sq-m plant.

Finnish technicians are already recruiting and training Swazis. The company expects to have 400 Swazis on the payroll by next year.

Mr. Holm, a Finn, said that although South Africa would be an important market for the Swazi TV sets, it would not be the only one.

Salora sets are made in Israel and in Nigeria as well as in Finland, but Swaziland is the first Salora factory in the southern hemisphere.

The export potential from Swaziland to countries other than South Africa was an important factor in the decision to go ahead with the plant.

Mr. Holm said 66 cm colour sets would retail at R1,050 in South Africa.

311A

TV men hit back at Rive

From GARTH VERDAL

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

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

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

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

DISCOVER

'While we have every sympathy with Mr Rive and his problems, his inability to complete the microwave network on time is no fault of the TV industry.'

'No members of the TV Rental Association have employed any Post Office technicians.'

'I'll go even further. As far as we are able to discover, no TV manufacturer has employed a Post Office technician.'

3/14

AKG us 23/6/75

City TV switch-on: 10

Cape Times 24/6/75

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

He said the switch-on in Cape Town and Durban would coincide with the beginning of a top-class

13-part BBC series, "Civilization", which has won international acclaim.

Other serials, in English and in Afrikaans would also be screened, he said.

At the same time Dr Schutte warned that the SABC would not be pressurized into extending the

days of test programmes to Sundays or increasing beyond the present two hours a day.

He also ruled out the possibility of live sports programmes during test hours, but pointed out that this would be done on a "sports round-up basis",

when the full service was introduced in January next year.

The SABC had finalized agreements with rugby, athletics and cycling administrators to broadcast these sports on a "sports round-up basis" for an experimental period of

films promised

two years.

Other points made by Dr Schutte were:

● The Peninsula can expect to see the same test programmes as those which will be shown in Johannesburg and on the Reef.

● When the full ser-

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

● In order to protect

the cinema industry full length films will not be screened on Fridays, Saturdays or Sundays.

● Contracts for films, education and documentary offerings had been signed with several countries, including Britain, USA, France, Germany,

Austria, Canada, Holland and Belgium.

● Boxing would not be screened live because this was usually held at night and would interrupt scheduled programmes.

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

He hoped that all the transmission stations in the country would be operational by the end of October.

311A

1 TV

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Free...with the 'Box'

THE PROPHETS of doom are back with us. If they couldn't stop TV, they aren't going to let us watch it with a clear conscience.

The leader of the anti-TV brigade, a right-minded former Minister of Posts and Telegraphs, set the ball rolling in the House of Assembly some years ago when he announced that TV was bad for the eyes.

"Not bad for the eyes, good for the opticians," an ophthalmic surgeon said yesterday. "When a five-member family, watching the 'box' together, all want to set the focus differently, a pair of spectacles here and there can work wonders."

Predictably the myopic Minister soon gathered a herd of followers who

By HELEN ZILLE

have compiled an impressive list of TV evils.

Here are some you are likely to come across most often.

Goggle-eyes are unavoidable. And the real addicts can be spotted at a distance because their eyes square off at the corners and twinkle technicolourfully.

TV causes baldness, a British health expert claims. "Every day the number of patients suffering from baldness increases, and they are getting progressively younger. My diagnosis is too much TV," he said.

Then there is the theory that TV is fattening. That somehow light

rays and electrons turn into calories in mid-air.

Doctors have confirmed that TV addicts who down a nightly six-pack and tin of peanuts while they exhaust themselves watching the sports round-up after supper will pick up the spare kilo and tyre here and there. But eating and lack of exercise are the causes, Not TV.

Probably the most effective anti-TV weapon is the theory that the 'box' causes impotence.

"Non-sense," an American expert said. "With the heightened pace of life a couple has a long list of things to do each day and right at the end—in pencil—to sex. So if the late late show cannot be missed, what chance has a healthy love life got?"

TV—'SABC also to blame'

Cape Times Reporter

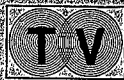
TELEVISION dealers yesterday criticized the SABC for not being absolutely frank with the public. They said that the Government was partly responsible for all the uncertainty by treating the TV service "as if it was some sort of nuclear weapon".

Much confusion has been caused by consumer resistance and efforts by dealers to overcome this resistance. The first advertising and promotional campaigns launched by sections of the trade were too cautious and the more recent campaigns have been too vociferous, creating a psychologically unfavourable impression on the public.

Prospective buyers are still adopting a wait-and-see attitude, caused by the high cost of sets and other irritants such as the fact that the three-month guarantee on a set will

have expired by the time the full service begins next January.

According to Mr Theo Rutstein, managing direc-



tor of one of the large rental companies, the slowness of the market threatens to cause a chaotic consumer situation towards the end of the year.

He said. It was estimated that by January

there will be a demand for 300,000 sets. It was hoped that most of these would be delivered between now and the end of the year, but current indications are that only about 100,000 sets will be delivered by January.

This means that in January next year there will still be a demand for 200,000 sets.

Now it takes four hours to deliver a set—from warehouse to installation—and to deliver 200,000 sets will take something like 800,000 hours.

On this basis he warned that people who wanted sets after January 1 would have to wait months before they were delivered. The physical manpower would not be there to deliver them either.

After the first transmissions tomorrow night there will be two test transmissions a day from Mondays to Saturdays. The English programmes will be on Mondays, Wednesdays and Fridays and the Afrikaans on Tuesdays, Thursdays and Saturdays. Each evening programme from 7:30 to 8:30 will be repeated the following day between 1 and 2pm.

Rive 'proves' staff-stealing

ARGUS 2/7/75 311A

The Argus TV Reporter

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

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

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

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

the country's microwave network for TV transmission on schedule.

Mr Rive said during 1974 no fewer than 997 members of the staff in the technical and semi-technical categories left our service. In the first five months of this year 702 people in the same categories had left — 148 at the end of May.

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

WARNINGS

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

He said he had consistently pleaded with the private sector not to lure away his staff because 'it

will without doubt adversely affect the quality of telecommunication services'.

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

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

By TONY ROBINSON

311A

Cape Times 2/1/78
THE television switch-on in Cape Town last night was an unqualified success with viewers throughout the reception area wildly enthusiastic about the quality and colour of the picture.

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

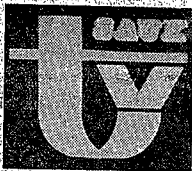
But there were reservations on the SABC's choice of material for the first test transmission, which showed 50 minutes of violence in the boxing ring as Pierre Fourie and Victor Galindez slugged it out for the world light-heavyweight title.

The transmission started at exactly 7.30pm when the standard SABC test pattern faded from the screen and excited viewers saw the start of the test transmission announced—in black and white titles.

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

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

The controversial orange, white and blue "voilet bowl" logo of the SABC appeared on the screen and then the Afrikaans announcer, Mr Morné Coetzer, came into focus. He was followed by the English announcer, Mr David Hall-Green.



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

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

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

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

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

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

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

Public reaction

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

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

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

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

"We are also delighted with the tremendous service we got from our Pinelands dealer."

Mr F A Findlay, owner of a Fish Hoek restaurant, said the broadcast was as good as he had seen anywhere overseas.

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

Mr H Meyer, regional manager of the SABC, said last night that the switch-on had gone "without a hitch".

● More than 60 people crowded into a music shop in Stellenbosch to watch the TV broadcast. The quality of reception was outstanding.

● No TV transmissions were received at Worcester.

● The FM tower on Paarl Mountain is to be utilized, and Noord-Paarl and central Paarl are expected to get good reception.

TV cameras will be at Paarl tomorrow to film the start of the Winelands Berg River Canoe Marathon.

311A

The Argus Correspondent

ARGUS

3/7/75

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

Phone problems

(Continued from Page 1)

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

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

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

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

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

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

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

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

Five steps

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

- Brought in technicians from overseas;
- Drafted teams of technicians from other regions to the Reef, and was still doing so;
- Started to train Blacks, Coloured people and Indians, especially to relieve the burden in their areas;
- Trained more than 1 000 women technical assistants; and
- Attempted to supplement the service with married women on a part-time basis.

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

One firm

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

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

(Continued on Page 2, col 3)

F.M.

3114

4/7/75

Question.....
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margin

Do not write anything for the following in
the margin
in master General Louis Rife and the "TV
industry" has failed up on Rife's claims
that he has an overactive mind.

Rife has blown a full scale campaign
last week by the TV Rental Association
secretary Harry Smith concerning an
opinion from Rife for American television
shows that the "TV industry" has pushed
Post Office technicians.

Smith, speaking at a seminar in Joan
neburg, described Rife's accusations as
"unfounded" which is used to make a
for the Post Office's inability to "prove"
the microwave links without which televi-
sion cannot be transmitted.

"The result of this is that the SABC's
plans to spread television transmissions

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

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

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

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

"Mr Rive ... promised to investigate the matter further to see whether his



TV's Smith and Postmaster Rive ... an infamous lie?

earlier complaints are valid," said the statement.

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

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

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

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

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

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

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

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

But what all sides, including government, which has supported the Post Office with veiled threats against commerce and industry, have apparently forgotten is that in a free society all men

have the right to sell their services to the highest bidder if they so wish. This applies to Post Office workers, Mr Smith at the OK and even Louis Rive, for that matter.

UBS

Inquiry underway

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

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

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

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

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

● The Springs branch used to insist that

RIVE'S ROLL CALL

Postmaster Louis Rive disclosed that during 1974 no fewer than 997 technical and semi-technical staff left the Post Office. "The figure for the first five months of 1975 is 702 — of which 148 left at the end of May."

Rive's office also supplied the following information on "the most recent resignations by staff leaving to join the TV industry:

M Scholl, pupil technician, Port Elizabeth, joined SATV (the Telefunken consortium), East London;

P N Kreuch, technician, Elliot (Cape), joined SATV;

B S Rawlson, telephone electrician, Bloemfontein, joined H Pollack (Wholesale) Ltd;

H F Barnes, senior technician, Knysna, joined Fechter & Fechter, Knysna;

C C Groenewald, telephone electrician, Malmesbury, joined Sony;

B P Whelchan, pupil technician, Cape Town, joined Chesler Cantrell Television;

W A Putter, technician, Transvaal, joined SA Philips;

C Dauncey, telephone electrician, Transvaal, joined Amsterdam TV.

The Post Office supplied more names, it was unsure of the companies which their former employees had joined, other than that the men had indicated on resignation they were going to the TV industry.

'No poaching' rule written into agreement

By HERB KIMMEL

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

Discontented technicians say that because of the rule they are "trapped" in SABC-TV. No one else will employ them.

The Secretary for Industries, Mr. P. F. Theron, told me the agreement formed part of the ground rules for the television industry and was aimed at "protecting the Post Office and telecommunications organisations."

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

When the Director-General of the SABC, Mr. Jan Swanepoel, was asked at a recent press conference whether such an agreement existed, his answer was "Absolute bull". He said: "If anyone wants to offer our employees R100 more — they can go tomorrow."

Mr. Swanepoel alleged that "agitators were stirring up trouble in the corporation."

The SABC's public relations chief, Mr. Hein Jordaan, also vigorously denied that such an agreement existed. "It is absolute nonsense — all our staff, including technicians, can come and go as they please," he said.

Poaching

Mr. Theron said the TV industry had undertaken to train its own people and not poach staff from the official and semi-official telecommunications institutions.

Under their agreement with us, the TV industry will not be allowed to take staff from the SABC. We can't permit them to take people — they must train their own. This is a condition under which they are licensed to manufacture."

A senior industry spokesman this week confirmed the terms of the agreement: "My company has had numerous applications



MR. JAN SWANEPOEL

from highly-qualified SABC-TV personnel in recent months, but we have been forced to tell them that we cannot give them jobs because of the agreement," he said.

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

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

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

The minimum SABC monthly salary for a senior technician is R225, rising to a maximum of R570. The scale for a technician is R230 to R470, while a learner technician earns between R170 and R230 a month.

The starting salary for an assistant engineer with a five-year university degree is R405 a month.

Licensing should be from 1976

C.T.
9/7/75

—TV dealers

Cape Times Reporter

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

It will be up to the Minister of National Education, Mr. J. P. van der Spuy, to decide on the starting date for licences, although the SABC has recommended that the fee of R36 a year for each set should be paid from October 1, three months before the official switch-on next year.

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

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

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

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

There had also been

many surprises. TV owners in "blind" areas such as Camps Bay and Sea Point had picked up good to very good pictures and, most surprising of all, people in Clifton had had excellent reception.

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

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

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

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

The regional director of the SABC, Mr. H. Meyer, said he could not comment on the reports till he had consulted his technicians in the field.

An independent technician said that sudden deterioration in reception could be caused by a variety of reasons, and it was unlikely that transmissions were at fault.

TV, radio men meet to form ^{Cape Times} protective group

Cape Times Correspondent

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

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

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

"There is a shortage of technicians in the country," said Mr Perkins. "The manufacturers have done their share by training first-line servicemen for television."

"I believe the manufacturers realize first-line servicemen will eventually have to be upgraded, and the association can help by seeing that this is done."

"TOM, DICK AND HARRY"

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

"Most of us are now qualified for TV. We have been on a conversion course that takes six weeks."

"But many people go on a two-day course. They are then regarded as first-line servicemen, and they are taking our bread and butter."

● The first of 2 000 cost-price black and white TV sets to be made available to old-age pensioners by one of the country's biggest distributors has been bought by a recently retired Randfontein couple, Mr and Mrs W V Edmundson.

The sets have been made available to pensioners throughout the country at R275, a saving of R119. The Edmundsons were the first to take advantage of the offer.

311A

TV price rise 'not a dodge'

24/7/75

Cape Times Reporter

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

The suppliers have warned retailers that the rise will be between six and eight percent which means about R50 a set. Though the rise will become effective in September, some retailers said yesterday they expected it to become effective next week.

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

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

"UP AND UP"

"People who hoped that the price would come down were trading on a forlorn hope. It can only go up and up."

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

Meanwhile certain retailers in Cape Town yesterday were offering discounts of up to 20 percent for cash on two German models retailing at R1116 and R1096, plus R65 for the aerial.

Another retailer was offering the same sets at a discount price of R913, including the price and installation of the aerial.

Another offer was R953 "including the aerial, its installation, the lot!"

"CORRECT PRICE"

A representative of an established firm said the correct retail price for the two sets was R1116 and he warned that people who received offers from dealers that were much lower should make absolutely sure that they would get reliable proper after-sales service.

TV set sales at 24 000 so far

The Argus TV Reporter

5/8/75

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

This was the figure quoted yesterday by Mr. Olive Corder, managing director of a market research company at the one-day television symposium in the city.

It confirms earlier estimates that TV set sales had got off to a disappointingly sluggish start and that sales projections for the first year before the full service starts in January were highly optimistic.

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

Another reason is that people are waiting for the

full five hours a day service to begin before acquiring sets.

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

The survey also showed that among Whites interviewed 25 percent said that they would have a TV set, 49 percent would not and 26 percent were undecided.

He said the survey was carried out every month and was based on 600 White homes, 1 400 African homes, 500 Asiatic homes and 800 Coloured homes.

Four percent of Coloured people said they had decided to have TV sets, 9 percent of Asiatics also

said yes to sets, but only 1 percent of the Africans in the survey intended to get sets.

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

Twenty-seven percent of this group would rent.

The survey showed that the main preference was for the big, 88cm colour set (46 percent), followed by 16 percent for the smaller colour set and 11 percent for black and white.

Mr. Corder said that younger age groups and higher income brackets showed the greatest bias towards acquiring TV sets.

① 28

② 31

③ 789

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Not
in
the
file

TV SETS RISE MAY NOT HAVE IMPACT

Mercury Reporter

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

Two manufacturers have been granted price increases by the Price Controller because of increased production costs.

This means that the retailer may now increase his prices on certain sets to a new ceiling, but not all retailers market their sets at the maximum price.

R75 UP

The maximum cost of a Blaupunkt set has been increased by the Price Controller by R75 to R1135.50. However, a well-known Durban discount store sells the sets at R789.00.

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

As the increased prices will not affect retail stocks already in hand, it is unlikely that there will be a jump in prices before the end of the year.

It is believed that several other TV manufacturers are to approach the Price Controller for increases in the near future.

Forget the numbers, SABC ^{RDM}_{2/10/75} tells PO

By AMEEN AKHALWAYA

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

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

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

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

The Post Office reported no rush. The Johannesburg Post Office in Jeppe Street issued nearly 400 licences, while 350 were issued at the Rissik Street branch.

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

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

Radio licences cost R6.60.

3114

Second TV factory passes 100 000 mark

Financial Staff

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

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

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

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

'GOING PLACES'

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

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

Electra Television & Appliances, which owns 49 percent of SATV markets the Telefunken receiver; Gallo with its 18,66 percent in SATV, markets the JVC receiver; and Phil Morkel, which has a

Finance I

34,34 percent stake in SATV does markets of the Pioneer and Videoscope brands.

FRANCHISE

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

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

SATV has a factory staff of about 700, of whom about 555 are Black employees who are engaged in every aspect of assembling and testing television receivers.

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

The factory is producing about 650 sets a day.

23114
3114

TV must go commercial

Sun. TRIBUNE

9/11/75

IAN GRAY probes the financial side of television

COMMERCIAL television will have to be introduced within a year of January's big anniversary or SATV will be irreparably millions in the red after its first few years of operation.

Despite his July statement that commercial TV would be profitable, Ian Gray, SATV director general, and his financial advisers must be having second thoughts. And there is no reason why they should not change their minds in the face of galloping inflation and the rising costs that go with it.

Mr Swanepoel, in July, said total SATV expenditure next year would be R40 million and total income from licence fees would be R16 million, leaving a deficit of R24 million.

But if his expenditure estimate in July was R40 million, what would it be now — if there is to be no drastic cutting of advertising production and, as a result, no costs? What's more, his estimate

on licence income allows for the sale in this licensing year, of 444,000 sets. But only 100,000 sets were licensed at the full annual rate of R36. Sets bought after November 1 are subject to a licence discount of R3 a month with October 1 as the starting date.

Deficit

Even though there's a boom in TV sales it's most unlikely that more than 350,000 sets will be sold before October next year. On a sliding scale the total licence income is unlikely to exceed R10 million. And even on the unmitigated expenditure of R40 million this means a deficit of R30 million.

The delay in the introduction of Phase Two — the African service — is almost certain to cost the corporation millions.

Original expenditure on this phase was estimated at R100 million, but even allowing for

escalation clauses, the two-year delay — from 1978 to mid-1980 — is going to mean higher costs all round.

Who is going to foot the bill? And the dream of two White services — English and Afrikaans — originally hoped for sometime in the 80s, must have faded completely.

But the introduction of advertising could earn SATV something to wipe up next year's deficit within two years. As already stipulated, commercial air time will be limited to five per cent — three minutes in the hour giving a total of 111 minutes a week (Sunday advertising is allowed on Springbok Radio and the regional radio services so there is no reason to bar it on TV).

At R1 000 a 15-second spot — the fee recognised as most likely based on estimated viewer figures in 1977 — SATV could earn itself R440 000 a week, or R23-million a

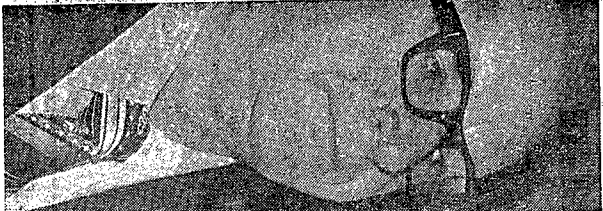
year. And that figure could be much higher if SATV loads advertising in prime viewing time.

Although commercials run programmes in some countries, they will not be allowed to intrude into programmes on SATV. All advertising will be between shows. If the alternative to commercial TV is a run-down, financially starved service, financially starved and with their advertisements and bump it.

Denial

SATV's director of public relations, Mr Hen Jordan, told me there was no change and it was still planned to introduce commercial television in 1978.

However, in late September, one week before the switch to double time on the test transmissions, SATV was still denying the SUNDAY TRIBUNE report (August 17) that the broadcasts were going to be extended in October.



Mr Swanepoel
... second thoughts

Price shock ahead as shortages hit television market

RDM 29/11/75

By GLENN GARVEN

CHRISTMAS shoppers can expect no further discounts on television sets — and a possible increase of up to R100 in the new year.

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

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

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

SALES

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

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

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

R100 in two months.

Meanwhile the Johannesburg Chamber of Commerce estimates that this year's November and December Christmas sales in South Africa will top R1 288 million, writes a Rand Daily Mail staff reporter.

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

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

The figures exclude sales of motor vehicles but included are food stuffs, alcoholic beverages, clothing and footwear, textiles, furniture, books, cosmetics and jewellery.

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

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

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

The JCC estimate takes into account present unfavourable economic conditions — but still retailers expect a good Christmas.

One million see TV's first night

CAPE TIMES 6/1/76 (3114)

Staff Reporters

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

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

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

More important, TV would reveal South Africa to the world "as she is".

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

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

"As a person who was

not over-enthusiastic about the introduction of television, I must confess that I have been pleasantly surprised by what I have seen so far," he said.

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

'Surprised'

"In fact, I am surprised that there has been so little criticism."

Television had brought the world into South African's living rooms.

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

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

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

'Fairness'

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

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

The introduction of

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

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

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

SATV's cameras were of the best in the world, costing R54 000 each and comprised of components from three countries.

Lighting

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

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

Equipment used by SATV totalled R14m.

'Unbelievable' scramble for TV sets

CAPE TIMES 6/1/76 (3114)
THE OFFICIAL start to South Africa's television service last night caused such a boom in the sale of TV sets that a large dealer did not have a single set left yesterday.

"We haven't got one left. We sold out near the beginning of the week. It is unbelievable," he said.

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

are like have been rushing to buy sets recently."

TV fever seems to have gripped the Cape. Over 24 000 sets have already been sold in the Cape and the demand is getting bigger every day.

Not only people with TV sets were able to watch the opening last night. Most stores were screening the programmes from their windows last night and one large store opened all its branches and invited families which had not managed to get sets in their homes to

watch the first night's show on their premises.

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

TV buyers should not forget to license their sets as soon as possible. A spokesman for the Post Office said that a deadline for the licensing of sets had not been set.

12/1/76

STAR

3114

TV: No plan to cater for Blacks

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

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

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

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

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

LICENCE FEE

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

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

"We are aware that pressure from these people will build up for as much representation on TV as possible," he said.

324

Hansard 3 col 157 10/2/76

Cost of television services

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

- (1) (a) What was the cost of the provision of television services up to the end of 1975 and (b) what is the estimated cost of the service during 1976, 1977 and 1978, respectively;
- (2) (a) how many television licences had been issued as at 31 December 1975 and (b) what was the total revenue derived from licences as at that date;

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

The MINISTER OF NATIONAL EDUCATION:

- (1) (a) Capital cost ±R70 000 000 and running cost ±R36 800 000.
- (b) Capital cost ±R2 500 000 and running cost ±R40 500 000 for 1976.

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

- (2) (a) 213 352.
- (b) R7 347 000.
- (3) Yes.
- (a) 1978.
- (b) It is not possible at this stage to furnish an estimated revenue.
- (c) The protection of other vested interests and the provision of facilities for such service.

INSIDE INDUSTRY

Astute helmsmanship at Tedalex has gained it a useful — some might say unwarranted — start in the TV profit stakes. But the years ahead could be lean, hungry ones for the industry

Behind Benny's R12m bonanza

311A
F.M.
12/3/76

TV SPOTLIGHT



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

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

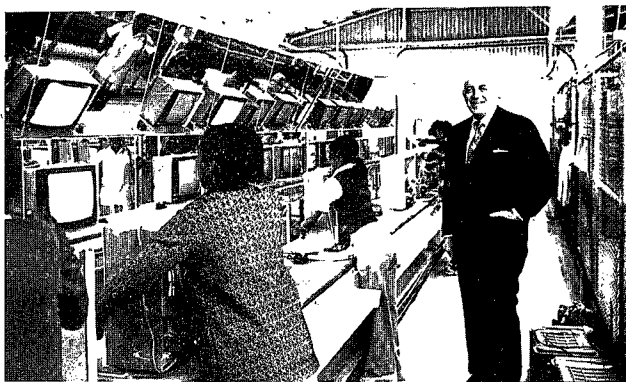
For Tedalex's success tends to obscure the fact that TV is a very odd industry indeed. The boom is short, the lifespan uncertain and the casualty rate, as the corpse-littered battlefields of European and UK television bear testimony, is high.

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

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

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

Nevertheless, with SA set makers capable, and only too willing, to produce yet another 350 000 sets next year, by the last quarter of 1977 the industry will



Tedalex's Slome (top) and (bottom) in Bellville factory . . . the benefits of decentralisation

have reached its own estimates of saturation point.

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

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

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

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

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

LAY OFF, PRETORIA!

Latest example of Pretoria's interference in the TV industry came this week when manufacturers were summoned before Deputy Price Controller Dougie de Beer. They were invited to answer complaints by

"small retailers" that they were not being supplied with sets.

Surely manufacturers have the right to choose their outlets, to ensure that retailers handling their products are financially sound, tech-

nically equipped and so on? It might be tough on any retailer left out. On the other hand, he might be glad he's not in the TV business when the slump comes.

Anyway, what business is it of government?

SATV runs risk of anonymous tag

STAR 27/3/76

The Star Bureau

LONDON — South African television could develop into one of the most distinctive in the world. Instead it runs the risk of becoming almost entirely anonymous.

This is the view of Mr Trevor Philpott, the top British television producer, who recently spent four months in South Africa probing the advent of TV for a four-part documentary series to be broadcast by BBC-TV in July.

"The only truly indigenous creative work which was in the offing during my visit was 'The Villagers', he said.

In spite of his criticisms, however, Mr Philpott believes the rest of the entertainment world in South Africa is far too complacent about the new medium. "They are being optimistic," he said. Mr Philpott, who spent a day visiting the filming of a series which provided the framework for "The Villagers" scripts, which were written by John Cundhill and the late Noel Harford, said: "The whole idea of the series is good.

"Not only because it is promising material for interesting character development, but because it belongs to South Africa.

"I don't think SATV is producing anything comparable even in Afrikaans. In fact, the Afrikaans equivalent is a detective-type series which could have taken place anywhere in the world."

He said he had been surprised to find South Africa had a unique flavour of its own. "It is a fascinating country because of the variety and individuality of its people — providing a wealth of material begging to be used."

IMITATION

SATV runs the risk, he said, of becoming a feeble, soulless "imitation" service unless it concentrated more on programmes essentially South African.

"The Villagers," for instance," Mr Philpott said, "is a natural. It chronicles the life of a small gold-mining community, with vast potential for character development."

SATV should exploit local settings much more, he said.

"At the moment there is a risk that it will tend to imitate what is being done abroad rather than develop a style of its own."

He believed this was mainly because of SATV's apparent policy of importing as little expertise as possible.

"It would not hurt, for instance," he said, "to have at least one person in each section in a consultative and authoritative capacity. Someone who is accepted by international standards."

311A

(1) 279

(2) 311A

(3) Intergroup Ref

Satour chief condemns guides remarks on TV

The Argus Correspondent **ARGUS** 6/4/76

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

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

On the Looking In programme last night viewers were taken on board a

tourist bus in Johannesburg. The unidentified woman guide said that Black South Africans killed White children for witchdoctors, that they did not buy medicines from chemists, preferring dangerous muti, and that all Black women were encouraged from puberty to have children.

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

Mr Owen said: 'The whole tourist industry is aware of the problem of the guide who does not come up to standard, but this is not a general thing.

'On the whole, tour guides are very good. It is a very specialised field.'

He said tour guides could sit for a diploma

in tourism but this was voluntary.

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

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

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

The general manager of Drakensberg, Mr L. S. van der Walt, said today his firm was trying to establish when the film was taken, and the identity of the guide.

Cape Times 7/4/76

'I'm too stupid,' says tour guide after TV trauma

Own Correspondent

JOHANNESBURG.

Some of Mrs Ray Fysh's best friends are Blacks.

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

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

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

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

"I think my wife spoke too much. She should

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

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

"I did a lot of research," she said, "but I can't remember where I picked up that piece of information. I think I read it or heard it somewhere."

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

"I'm too stupid," she said.

"I am not interested in churches or politics."

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

Now Mrs Fysh just wants to put "this whole

ghastly thing" behind her.

"I don't want to be branded. Some of my best pals are Blacks," she said.

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

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

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

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

"I am absolutely horrified that a person in a position of authority could conjure up such a hopelessly distorted picture and insult so many Black people."

(1) Integrity Relations

(2) JFA

(3) 311 A

311A

Cost of Black TV R102m

**Mercury Correspondent
CAPE TOWN** — The new Black television service will cost a massive R102 million prior to its scheduled introduction before 1981 and it will cost R40 million a year to operate.

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

In the House of Assembly yesterday the Minister of National Education, Dr. Piet Koornhof, replying to a question said the Black television service would

be introduced "as soon as possible, hopefully before 1981."

Before introduction it would cost R102 million "at current prices" and would cost "approximately R40 million per annum" at current prices.

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

of electricity supply."

He said that the excavation for the studios for the Black service had already been started in Johannesburg.

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

He said that in January this year, a total of R1715 559 had been collected in television licences, while the operating costs were about R5 200 000.



The Minister of Defence, Mr P W Botha — broadcast of his election speech upset the United Party.



The Postmaster General, Mr Louis Rive — who killed his interview?

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

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

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

Mr Rive himself refused to comment.

After the publicity about the programme in The Star, which was followed up by a Sunday newspaper, the SABC announced that the Rive

interview would be screened after all — "at a future date."

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

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

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

● In its report on the opening of the Richards Bay harbour the SABC excluded, probably for

policy reasons, all mention of the cost of the opening celebration — although this was mentioned in a speech at Richards Bay by the Minister of Transport, Mr S L Muller.

● In February, a current affairs type commentary on student activists formed part of an otherwise normal news broadcast.

● Students were also upset in March when a conservative English-speaking student at the University of the Witwatersrand attacked Nusas and that organisation was then refused the opportunity to reply.

● In March also the United Party protested against what it saw as slanted coverage of news.

The Minister of Defence, Mr P W Botha, was filmed addressing a by-election meeting in Alberton. The UP pointed out

that Mr Botha was speaking at an election rally and was therefore appearing as a politician and not as a Cabinet Minister.

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

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

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

● Earlier this month a news commentator spread comfort among conservat-

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STP 13/4/76

311A

Some TV men love their work but hate SABC

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

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

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

Kevin Stocks

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

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

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

There is, of course, no directive on the precise degree of slant. What does exist is an unspoken understanding that a certain approach is officially preferred and that anyone who does not comply will

find his programme cut or dropped entirely.

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

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

NOBODY TALKS

Establishing the facts of the Rive interview was difficult because neither the producer of the programme, Mr Kevin Kevaney, nor the free-lance interviewer, Mr John Cundill, would talk.

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

BY IAN GRAY

PROFESSOR Walter Bruch, inventor of the Telefunken PAL-colour system used by SATV, said this week the Government should subsidise manufacturers to enable them to market cheaper black and white television sets.

"And," said Professor Bruch one of the main guests at the opening of Broadcasting Centre in Johannesburg at the beginning of the month, "the Bureau of Standards should relax its qualifications to enable manufacturers to produce cheaper colour sets for the mass market."

Dr Bruch speaking to me after he had toured the SA Television factory in East London, which employs 800 Black workers, said he did not want to suggest that inferior sets be marketed but it is possible to make a set out set which, without needing quality will still produce a good, clean picture and satisfy viewers. After all, they will have the comfort of knowing they have paid considerably less than other people."

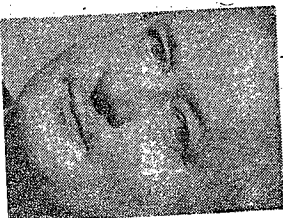
The professor, who is 68, said it had always been his desire to

TV FOR ALL

STAB
18/4/76

QUOTE

By Dr Bruch (right). It is a marvellous way of bringing people together, both physically and spiritually. Every effort should be made to provide centres where poorer people can gather.



bring television to as many people as possible. "It is a pity that the Government has decided to delay the introduction of a service for the Black people but in the meantime they should make the present service available to as many people as possible. Sets should be installed in community halls like we did in Berlin in the early days, a marvellous way of bringing people together, both physically and spiritually. Every effort should be made to provide centres where poorer people can gather. It is not necessary for every

family to own a set to enjoy television dinner. At before returning to Germany, Dr Bruch said that the technical quality of television here was the best in the world at present.

Better

"By that I don't mean you in South Africa have improved on the Telefunken PAL-colour system — I don't think that is possible any more — but the application of the system here is even better than it is in Germany. "You did well to delay

That's the plea from Prof Bruch, the man they call telly's Mr Pal

the introduction of the service until you were in a position to start with colour. That way you have eliminated many of the problems experienced in other countries that have switched from black and white transmissions to colour.

SATV is one of more than 30 television services around the world in favour of the Telefunken PAL-colour system over France's SECAM and America's NTSC, earning for Dr Bruch the nickname "Mr Pal".

Improved

In the years that followed, the initial demonstration, Dr Bruch and his Telefunken team improved the system to its present quality. In

August 1967 Germany started colour television on the basis of the PAL system; a little later Britain followed suit, and then other European countries.

About 200 granted patents bear the name of Walter Bruch. His scientific and technical research has resulted in numerous technical and scientific publications, a great number of which have appeared in English.

Professor Bruch and his wife will be returning to South Africa next year for a private visit.

3/1/

324

HANBARD NO. 15 11/5/76

999 Imported television sets

*3. Mr. G. W. MILLS asked the Minister of Finance:

Audio/visuals

Is it essential to show any audio-visuals such as a film or videotape?

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

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

due for your on been decided?

The MINISTER OF FINANCE:

(1) No.

(2) In terms of section 43(3) of the Customs and Excise Act, 1964, the proceeds of the sale shall be applied

playing at home or s the meeting room you?

11 MAY 1976

990

in discharge of any duty, expenses, etc., payable in respect of such set. If the goods can, however, not be sold for a sum sufficient to cover the duty, expenses, etc., the Secretary for Customs and Excise may accept the sum offered or if he regards such sum as not reasonable the article may be appropriated to the State.

Mr. G. W. MILLS: Mr. Speaker, arising out of the hon. the Minister's reply, do I then understand him to say that the present duty of R500 on imported sets is relaxed in respect of abandoned sets which are sold?

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

For written reply:

ble as a meeting your audience and as d for your subject?

ight size for the xpected?

ne be able to see? dais or platform? ough room for the tioning of one or tion screens?

ne be able to hear? ed to use a microphone? public address system talled? Will there be ting noises and can

these be silenced during your presentation?

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

Visuals

- (a) What equipment will you have at your disposal? Will there be an experienced projectionist available?
- (b) Are there any suitable visuals or other aids (e.g. films, videotapes, sound tapes, slides, etc.) already available?
- (c) What facilities are there for obtaining or making others you may need?

Budget

Has a budget already been prepared? If so, how much money has been allowed for:

HANSARD NO. 20

Federated Hotel Associations: Television
licence fees

*16. Mr. R. M. DE VILLIERS asked the Minister of National Education: 1218

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

†The MINISTER OF NATIONAL
EDUCATION:

No; (a) and (b) fall away.

324

HANSARD NO. 20

JUNE 1976

Television licences 1234

1028. Mr. T. ARONSON asked the Minister of National Education:

Audio/visuals

Is it essential
to show any
such as a
videotape?

Whether free television licences or reduced licence fees are being considered for any classes of persons or institutions; if so, (a) to what extent and (b) for what persons or institutions.

The MINISTER OF NATIONAL EDUCATION:

Free television licences or reduced licence fees are not being considered for any classes of persons or institutions; and (a) and (b) fall away.

...ue for your
...on been decided?

...e playing at home or
...is the meeting room
...amiliar to you?

- (b) Is it suitable as a meeting place for your audience and as a background for your subject?
- (c) Is it the right size for the audience expected?
- (d) Will everyone be able to see?
Is there a dais or platform?
Is there enough room for the proper positioning of one or more projection screens?
- (e) Will everyone be able to hear?
Will you need to use a microphone?
Is there a public address system already installed? Will there be any distracting noises and can these be silenced during your presentation?
- (f) Can the room be darkened easily?
Are there sufficient power supplies for any projected visuals or recorded sound?

Visuals

- (a) What equipment will you have at your disposal? Will there be an experienced projectionist available?
- (b) Are there any suitable visuals or other aids (e.g. films, videotapes, sound tapes, slides, etc.) already available?
- (c) What facilities are there for obtaining or making others you may need?

Budget

Has a budget already been prepared?
If so, how much money has been allowed for:

By RICHARD GIBBS

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

The organisation has vowed to use violence to establish and maintain a White dictatorship in South Africa.

The clandestine organisation, which has claimed credit for two recent attacks — one of them caused R150 000 damage to the offices of the verligte newspaper, Beeld — is fanatically pro-Afrikaner, pro-White, and pro-Fascist.

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

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

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

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

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

Police STRIB 11/176. probe White dictator group

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

Gaining

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

He said he received a letter saying the fire at Beeld was started by angry Afrikaners who were "sick

and tired" of its liberal stance.

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

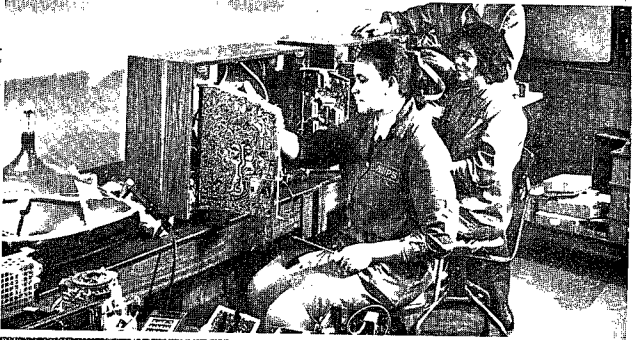
The letter, said Mr van Tonder, also claimed that angry Afrikaners were responsible for breaking windows in the Maraisburg branch of a well-known supermarket.

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

Lunatics

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

"These people are lunatics. You can expect them in any fairly large community," he added.



INSIDE INDUSTRY

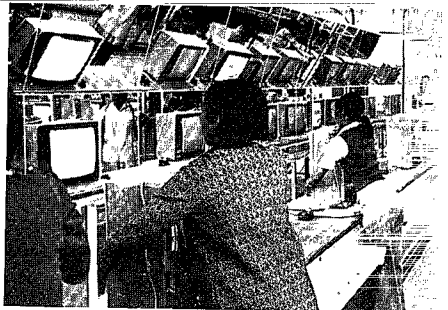
TV assembly workers
... how long can
they hold their jobs?

TV sales: slump coming

324

F.M.
6/8/71

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



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

Already retailers report sales resistance (*Inside Industry* July 23) and price-cutting is rife. The twin viewing attractions of the All Blacks rugby tour and the Olympic Games have not lured the public into buying as many sets as the trade had hoped. And this week Olympic coverage ended.

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

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

One big question is whether the re-

placement market will be up or down. Will set-owners, say, trade-in a monochrome set for a colour set?

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

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

The small set has two main attractions. Its price is likely to appeal to families that can't afford a big screen (average R900 for colour) and who'll therefore buy it as a first set. Secondly, small

screen B & W is ideal for the affluent who want two sets, one a transportable, with a built-in aerial, which can be plugged in around the house.

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

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

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

Tedelux chairman Bennie Slome doesn't agree. "I'm not optimistic," says

MINISTER WILL KEEP TV 'CLEAN'

13/8/76
DR. PIET KOORNHOF, Minister of National Education, promised yesterday to keep SATV "clean" and of the "highest standard". He was not interested in the "permissive society".

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

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

The English however were more vulnerable.

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

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

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

Another delegate also complained about the TV service.

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

THE GREAT TV DISASTER

A MULTI-MILLION rand disaster is facing South Africa's infant television industry.

Top sources in the industry say that R25-million to R37-million is tied up in sets which are unsold because of the massive slump in demand.

They blame the economic recession and the "land, non-controversial nature, of SABC-TV, factors in the closing and the fact that the numbers of workers laid off could run into many hundreds in coming months.

BY FLEUR DE VILLIERS

One retailer is understood to have 4 000 unsold sets in his warehouse of about R2-million.

It is not expected that the market will pick up until the quality of programmes improves.

The sources compare SABC-TV with the Czechoslovakian service.

"It is equally bland. Only 60 per cent of Czechs own

Unsold sets pile up as the market switches off

28/11/76 Sun Times

TV sets. Because of its non-controversial nature, there is no need to be involved."

It is estimated that there are about 75 000 sets unsold in South Africa. At an average of R360 a set, they represent a capital investment of R37.5-million.

Dealers who were selling 300 to 400 sets a month at the height of the boom earlier this year, are now selling only three or four sets.

Profits on sales have almost dried up because dealers now control the market. Most dealers are lucky to make R40 profit on a set.

Besides the thousands of sets clogging warehouses many thousands more are unsold to be lying in component or complete form

in factories. One major manufacturer has closed his factory. The industry also faces a major problem with orders for components placed overseas.

They were made earlier in the year in anticipation of a bumper Christmas, "but there is no sign of a Christmas upswing," a source said.

Manufacturers are also being called on to carry out a "pruning" of their range could continue until at least the middle of 1977.

Because of the glut, they predict that portable sets will not appear on the market until the end of next year, and that price cutting on the present range could continue until at least the middle of 1977.

tion by being absorbed back into related companies.

Major manufacturers who recovered their initial investment and now sit with a stock investment problem are being helped by their parent companies, but marginal manufacturers could face disaster,

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19/12/76 S.T.

SUNDAY TIMES, DECEMBER 19, 1976

Mammoth bill for TV repairs lies ahead

SOUTH Africans will pay about R300-million over the next 10 years for repairs and maintenance to their television sets.

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

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

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

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

The maintenance and repair bill for a five-year period would thus be about R19-million for black

and-white sets and R132-million for colour sets — a total of R151-million.

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

Last week the Sunday Times reported that a shopper's dream had come true with the plunge in the price of television sets—with black-and-white sets being offered for R229.97—more than R100 below normal retail price—and colour sets for R497.97 and R599.97—the latter R300 cheaper than in February and March.

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

Asked to comment, the head of one of the country's largest TV manufacturing companies said: "The market had reached the stage where some sets are being dumped."

"The people are selling these sets at these prices are not bleeding the public. It's the companies that make them that are bleeding. It's the beginning of the end for some of them."

By NEIL HOOPER

R100m TV BILL FOR BLACK SWITCH-ON

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

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

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

The head of the service, Mr Theuns van Heerden, says his department will begin recruiting blacks for training as directors,

By **PATRICK TAYLOR**

scriptwriters and cameramen this year.

"But most of the money allocated for the institution of a black service will be spent on transmitters,

studios and equipment," he said.

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

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

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

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

A survey done by the Sunday Times shows that about 200 000 out of nearly 300 000 black homes in urban areas throughout the country will have electricity by 1980.

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

Viewers

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

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

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

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

Mr Van Heerden says

there might be a short period of experimental television but he hoped the service would begin with a full 37 hours a week when it was launched.

The programme would include documentaries, serials, children's shows, educational films and musicals.

"I am impressed by the role television can play in educating viewers. Steps are being taken to negotiate for a link-up with private educational institutions," he said.

It was unlikely that the black service would pay for itself until a few years after its inception.

"I think the service will play a role in communicating between blacks and whites. Our aim is not to put out propaganda but to bring the world to the homes of the black South

MR THEUNS VAN HEERDEN
Two million viewers



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Year 1: viewers hammer SATV

A STORM of criticism is among the birth-day presents this week marking SABC TV's 12 months of official broadcasting.

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

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

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

Its director general, Mr J. N. Swanepoel, said yesterday: "During the past year we have learnt a lot

By MIKE
DUTFIELD
and
IAN REID

and have proved we are not afraid to change. If we felt we were on the wrong track we moved smartly off it."

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

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

"Lack of apologies for breakdowns, indeed some-

times no acknowledgement at all that anything is wrong, is prevalent," Mr Wilson said.

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

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

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

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

Happy

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

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

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

With about 680 000 TV licences already taken out sales potential is weak.

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

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

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

The Dean of Cape Town, the Very Reverend E. L. King, has described the interlude as phoney and embarrassing, and says it should be scrapped.

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Black teach programmes on TV likely

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

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

The big question is who will provide the programmes. That is where the difficulty lies.

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C. Dowd in South Africa: economic
es, April 1970.
"Labour Supplies in Historical
A. Thefts, Rhodes University,
m, Economic Dualism and Labour
the South African Economy", SAE

the cost lies," he said.
The SABC had considered the matter but it was up to the Government to take the initiative.

IN-DEPTH STUDIES

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

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

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

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

NO REGRETS

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

"We shall go ahead with our black service on the same basis," Mr Swanepoel said the

SABC was an independent body whose expansion did not reflect Government expenditure, but amounted to private enterprise.

this policy, which programme is set out in SAVU policy statement,

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(324)

Bellville TV plant lays off hundreds

By GORDON KLING

Cape Times
20/11/77

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

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

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

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

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

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

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

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

It was announced last month that the specialized colour television factory of Southern Cross Television in Johannesburg would not re-open after the Christmas shutdown.

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Better TV is worse for the schools...

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

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

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

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

"This might not be a bad thing as pupils would then be forced to work on their own — but it might also mean that parents and children will

become even more isolated from each other," he said.

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

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

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

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

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24/11/77
SW

TV violence call

Science Editor

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

Violence, says an editorial, is wiping out the gains to health achieved elsewhere, according to United States doctors. It is claimed that the overall death rate among young Americans aged 15 to 24 years has risen by 19 percent in the past 13 years, and that

most of the rise is due to violence.

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

But most American children spent as much time before the TV screen as they do in school, and in 10 years will have seen 13 000 screen murders.

"Do not imagine that South Africa will not go the same way," the journal warns.

TV helps deaf to hear

Marais Malan
Science Editor

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

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

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

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

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

But Professor Haynes warned that not every deaf patient would benefit from a hearing aid. Indiscriminate amplification of sound did not mean that a person would be given speech differentiation.

Proper service can cut viewing costs



TO STABILISE expenditure, make sure you've got the right service contract and insurance for your TV set, says Louis Miniglio, managing director of Dublin's most successful TV firms. And buy that big colour TV set now — within a couple of months, it will cost £200 more.

EFFICIENT service is a key factor in the battle with inflation and the rising cost of living.

In one area that is now impinging on the lives of almost all of us — TV — this is becoming apparent. As our sets pass their first birthday, statistics indicate that more probably sooner than later a service call will be required.

It could be a small fault, or, dreadful though, it could be the tube. But averaging it out, across the board, experience during our first year of full time TV indicates that a service call sets the viewer back between £40 and £50. And statistics indicate that an average one ser-

vice call a year is needed for a colour TV set.

So TV, apart from licence fees and repayments, can have an impact on the cost of living.

To find out what can be done to minimise this impact, the Mercury visited one of Dublin's best known TV dealers, Milner TV Centre, a firm that claims that much of its success is due to the standard of back-up service provided.

But before we got down to discussing servicing the topic of the huge fall in big colour set prices arose. Would they go down any further, we asked Mr. Louis Miniglio, managing director of the firm.

"This is the time to buy a big colour TV set," he said. "Prices are now at their lowest point and by the end of February or March at the latest they will cost up to £200 more again."

Asked to explain this reasoning, Mr. Miniglio said that in the initial rush manufacturers had overproduced.

"They are now getting rid of inventory in many cases, at a slight loss. The industry has now settled down after various migrations and rationalisations and production from now on will be tailored to meet demand."

"We expect that sets which are now costing us £600 will jump to at least £750, for manufacturers are certainly not willing

to go on working at a loss," he said.

Within the next couple of months, sets which the public can now buy for £600 will cost £850.

On servicing, he said that service contracts covering the first year were not necessary.

"We don't make it a condition of sale that a customer takes out a service contract when he buys a set. From our point of view it would be money for jam. If anything goes wrong with the set it will likely be in the first three months, when the set is under guarantee anyway," he said.

But after the first year, he strongly recommended a service contract which means an annual fee of £30 plus £10 per service call. This covers the repair of any fault that might crop up on the set.

From the cost-of-living point of view, this means that the viewer knows in advance what his maintenance costs will be and can budget accordingly.

Mr. Miniglio also pointed out a further pitfall for set owners. "If the set is accidentally damaged during the warranty period, it is covered by the insurance which goes with the contract. But if it was bought for cash, it may or may not be covered."

"One must either take out a separate policy covering accidental damage to the set or ensure that one's normal householder's policy includes accidental damage to the TV set."

Once one has bought a set, he said, it is vital to inform the insurance company. If this is not done, they can repudiate any claim. Mr. Miniglio cited the case of a woman whose small daughter pushed their set off a low table. Damage amounted to nearly £300 and because she had not informed the insurance company about her purchase, they refused to pay and she had to foot the bill herself.

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TV cost SA R48 200 000

THE ASSEMBLY. — South Africa spent R48 200 000 to introduce television last year, the Minister of National Education, Dr Piet Koornhof, said yesterday. He said this compared with the estimated cost of R51 381 000.

The number of licences issued was 661 562 and their revenue R30 130 670. — Sapa.

Properly used, television can clearly reveal people for what they are, and in these days when South Africans are entitled to know what their leaders are really like, SATV could perform a service to the nation by following the example of American and British television in taking an honest look at public figures.

At the moment Nationalist cabinet ministers are virtually allowed to use television to promote only their own carefully-screened ideas, with interviewers who ask only lame questions involving suitably prepared answers.

To show what Mr Vorster is really like, SATV should screen an hour-long debate between Mr Vorster and Dr Helen Suzman or Gaisla Buthelezi or Sonny Leon. Would Mr Vorster participate? Well, why not? He is always maintaining that the views of the others will never gain support in South Africa, so presumably he would welcome the opportunity of increasing his own support by demolishing their questions. If not, South Africans could draw their own conclusions.

Television debates can also be stimulating. If interesting people are invited. Imagine a debate on television between Sir De Villiers Graaff and Marius Steyn or Sir De Villiers Graaff and Steve Koorndorp. Or better still, between Steve Biko and M C Botha.

Indeed, the possibilities for peaceful confrontation are endless — Nelson Mandela and Jimmy Kruger; Robert Sobukwe and Pk Botha; Van Zyl Slabbert and Piet Cillie; Hassan Howa and Danie Craven, and so forth.

Why not real television?

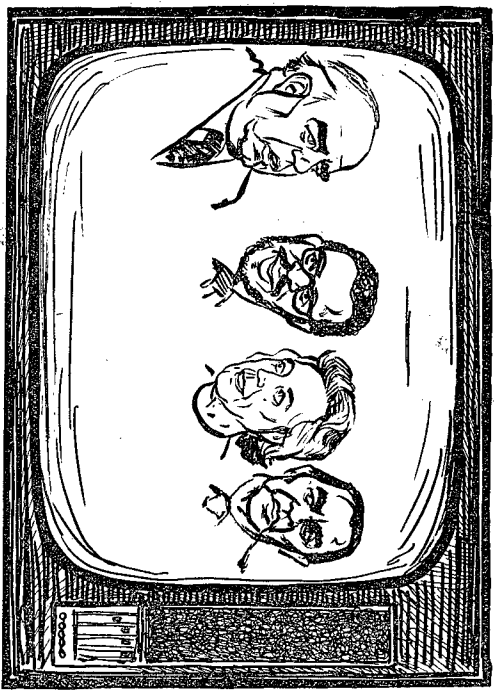
And let us not forget the eccentric fringe. Dr Albert Hertzog deserves a hearing. After all, he represents a point of view. And Robert van Ronder would be a new addition to the public eye. A much more interesting these encounters would be than the dull scripted stuff we get now.

The key to real television confrontation is that persons have to react honestly to questions and points suddenly put to them, without warning or preparation. Everything is out in the open, and the person's reaction speaks volumes about him.

Having endured an unscripted interview on British television during a visit there some years ago, I know what it's like. You just can't get away with waffle. You simply have to be yourself and you simply have to be as honest as possible otherwise you get caught out and end up looking supremely foolish.

I once saw a fascinating debate on Irish television between a Professor James (hawk) and Dr Conor Cruise O'Brien (dove) on Vietnam at the height of that issue, with Eamonn Andrews in the chair. Within five minutes the insults were flying, and within ten the two were on the point of coming to blows. In other words, reactions were spontaneous and revelatory — and that is television at its best.

It is not only the personalities concerned who, make for real television, but the issues chosen. These should be controversial issues — in other words issues the viewers are interested in. SATV seems to



avoid controversy, and goes for mild discussions on dry topics nobody can get too excited about. In recent months suitably controversial

topics would have been P W Botha discussing Angola with Raymond Louw; General Hendrik van der Bergh discussing urban unrest with Manas Buthelezi; Danie

Craven discussing dirty play in rugby with Jay Jay Stewart of the All Blacks (with slow-motion repeats of violent incidents on the field, and with the players concerned in the studio to explain their reactions and motives.)

Most important of all, imagine a panel discussion on national issues involving all the party leaders as well as spokesmen for the black consciousness movement, the National Party, the Progressive Party, the United Democratic Movement, the South African Students Organisation, and the South African Students Organisation. This would be more informative for viewers in one hour than all the screened interviews with the Minister of Justice giving only one-sided explanations implying that only "isolists" and "agitators" were involved.

The whole idea is to allow different points of view to be expressed — not just the official Government line — and to let viewers make up their own minds who is right and who is wrong, or who is partially so and to what degree.

Good newspaper journalism is never dull, and good television journalism is never dull either. Perhaps the South Africans can't do it for now, but when our television service will be truly geared to the interests of all our people so that this exciting medium can help us all to get to know each other better, and understand each other's point of view.

It is, after all, an impressive system of communication. If properly used, and communication is what our troubled country needs more than anything else right now.

— Donald Woods

324 MD 11/09/79

Family escape as TV explodes

JOHANNESBURG — Charred wood fragments and a blackened pile of electronic debris are all that remain of the Bowen family's television set after it exploded and burst into flames on Saturday.

But Mr and Mrs Arthur Bowen and their daughter, Evelyn, 21, must be the luckiest family in Johannesburg.

The set erupted during the ten brief minutes that nobody was watching TV on Saturday afternoon. The explosion sent black smoke pouring through their three-bedroom flat

and glass fragments shooting all over the living room.

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

Meanwhile, Mr Bowen and Evelyn, who had left the set switched on while they left the flat briefly,

raced back inside when they heard a bang and saw smoke pouring out of the flat.

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

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

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

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

Die was die geval voordat 'n tannik groot hoeveelheid direkte geske-

Pauwels aantoon, met 'n
in die sluisverband van
skape, jg. 5, nr. 3, 1965.
as wat na 'n kompara-
vir gesetwetenskappe.
8.
bale vormen in het Neder-
van die Afrikaanse taal
in die woordeskat, klank-
ord. Talle van die fyn-
ur kon uit die aard van
die verskynsels wat wel-
te eensklaps ontstaan het
nodig om die Afrikaanse
iktelingsproses het baie
van die woordeskat, die
insbou bygedra. Wanneer
dat nie die een of ander
vir die worting van Afri-
frikaanse taal die produk
sonder belangrik was die
hans, soos uit die oorsig
ins voorstellings van die
tek wat in Nederland self
yn het. Daarnaas het die
p 'n rol gespeel. Ook hier
bkers isoleer en vir die
rteelk hou. Ons kan by-
migrante die Afrikaanse
ulle die vereenvoudiging

wens van die Kaapse taal in die Arieef in Kaapsad gevind is. Kort na die stigting van die GRA het die belangstelling in die herkoms en ontstaan van Afrikaans by taaleleerders begin posvat en aanleiding gegee tot die poënering van verskillende teorieë oor die ontstaan van Afrikaans. Th. Hahn se *Hottentot-teorie* van 1882 was die eerste poging tot 'n verklaring van die karakter van Afrikaans. Hoewel hy vasstel dat Afrikaans "phonetically teutonic" is, d.w.s. sy Germaniese struktuur behou het, is dit volgens hom "psychologically an essential Hottentot idiom". Maar hierdie vae stelling kan hy nie bewys nie. Kort ná hom kry ons die belangstelling van Nederlandse geleerdes soos M. de Vries en I. de Winkler, wat die *Frans-teorie* voorstaan. Volgens die teorie sou Afrikaans onder die invloed van die Franse Huguenote ontstaan het, maar D. C. Hesselberg het die teorie in 1897 al weerlê. In 1885 wys Hugo Schuchardt, die beremde Duitse geleerde en kenner van Kreeoolse tale, op twee belangrike faktore wat by die worting van Afrikaans 'n rol kon gespeel het; hy dink aan die een kant aan Duitse invloed; aan die ander kant was hy die eerste wat in 1891, op grond van sy kennis van Indo-Portuges en Maleis-Portuges, op moontlike kreoïseringsfaktore in Afrikaans die aandag gevestig het. D. C. Hesselberg het die gedagtes in 1897 en 1899 verder gevoer, veral in sy beroemde werk *Het Afrikaansch* (1899) waarin hy sy *Maleis-Portuges-teorie* uiteengesit het. In teenstelling met die vorige teorieë was Hesselberg s'n die eerste wat werklik wetenskaplik verantwoord was. Volgens Hesselberg moes daar binne die eerste dertig jaar van die volksplanting 'n skielike boelsing van tale aan die Kaap plaasgevind het, nl. 'n boelsing tussen die 17de-eeuse Nederlanders van die vryburgers, soldate en amptenare en die taal van die Oosterse slawe wat Maleis en 'n vorm van geboke Portuges gepraat het, of 'n vermenging van albei ("Maleis-Portuges"). In 1658 en daarna het 'n groot aantal slawe wat geboke Portuges gepraat het, Kaap toe gekom; dit sou volgens Hesselberg 'n skielike kommunikasieprobleem veroorsaak het wat tot 'n vinige verandering van Nederlands gelei het. Die resultaat was 'n sterk vereenvoudigde taal met 'n reduksie in sy grammatika. Wanneer 'n kultuurtaal in 'n bepaalde kontaksituasie deur 'n boelsing met 'n sosiaal laersaande taal binne 'n kort tydperk 'n drastiese reduksie, struktuurverandering en vereenvoudiging ondergaan, praat 'n mens van kreoïsering. Hesselberg moet egter self erken dat die tipiese kenmerke van kreoïsering in Afrikaans ontbreek, daarom kom hy tot die konklusie dat Afrikaans beskou moet word as Nederlands wat halfpad by staan met om 'n Kreeoolse taale te word.

Ongeelukkig het Hesselberg destyds nie oor die nodige direkte taale-gegewens beskik nie; hy kon sy teorie feitlik net op sosio-historiese gegewens baseer wat bowendien nie volledig en korrek was nie. Daarom was ook sy teorie ontoreikend en eensydig; dit het 'n hipotese geblly wat hy nie kon bewys nie.

TV blast sets flat ablaze

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

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

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

His wife had been resting in a bedroom.

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

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

**SA deaf
may get
TV service**

South Africa's 60 000 deaf people may get special televised religious services if negotiations between SABC-TV and a visiting American priest are successful.

Pastor John Stallings, a director of the Christian Deaf Fellowship, Norfolk, Virginia, has already recorded — in sign language — two episodes for the SABC-TV's "From the Book" religious slot after the evening news.

Mr Stallings said he would lend tapes of his religious broadcasts to SABC-TV and would try to arrange for Auckland Park to pay for postage only.

9.5 Slot markings

J. A. VENNARD, 'Die heftokoms van die verbinding aan wat na 'n kompartementeel en sy verbeelding in Afrikaans', *Tydskrif vir gesestesweskappe*, jrg. 7, nr. 1, 1967, pp. 328-342.

J. DU P. SCHOLTZ, *Taalhist. oorsake*, pp. 162-168.

J. L. RAUWERD, 'De volgorde van verbodene verbaale vormen in het Nederlands', in *Dietsse studien*, pp. 105-110.

in die fynere
die aard van
els wat wel
ntstaan het
Afrikaanse
s het baie
deskat, die
Wanneer

taal in die besonder of een spesifieke faktor vir die wording van Afrikaans veralwoordlik was nie, maar dat die Afrikaanse taal die produk is van baie eksterne en interne faktore. Besonder belangrik was die dialektiese skakelings van 17de-eeuse Nederlanders; soos uit die oorsig blyk, is die meeste „kenmerke" van Afrikaans voortsettings van die een of ander dialektoorm of tendensie in 'n dialek wat in Nederland self deur beskawingskulture teggewerk is of verdwyn het. Daarinas het die invloed van die talie vreemdeleings aan die Kaap 'n rol gespeel. Ook hier kan ons net by uitsondering een groep sprekers isoleer en vir die wording van 'n bepaalde taalvorm verantwoordelik hou. Ons kan bv. sien aanhoon in hoever die Franse of Duitse immigrante die Afrikaanse spraak direk beïnvloed het nie, of in hoever hulle die veteenwoordiging van die vormstelsel veroorsaak het nie.

1. Teorieë oor die ontstaan van Afrikaans

Vooreer is daar wel aan die een of ander beslissende taalinloed gedink. Dit was die geval voordat 'n taamlik groot hoeveelheid direkte geges-

mens van die Kaapse taal in die argief in Kaapstad gevind is. Kort na die stigting van die GRA het die belangstelling in die betrouens- en ontstaan van Afrikaans by taalegeleerdes begin posaal en aanleiding gegee tot die poëtering van verskillende teorieë oor die ontstaan van Afrikaans. Th. Hahn se *Hotenotus-teorie* van 1882 was die eerste posering tot 'n verklaring van die karakter van Afrikaans. Hoewel by vasstel dat Afrikaans „phonetically teutonic“ is, d.w.s. sy Germaniese struktuur behou het, is dit volgens hom „psychologically an essential Hotenotidism“. Maar hierdie vas stelling kan by nie bewys n. Kort na hom kom kry ons die belangstelling van Nederlanders geleerdes soos M. de Vries en J. de Winkler, wat die *Frans-teorie* voorstaan. Volgens die teorie sou Afrikaans onder die invloed van die Franse Huguenote ontstaan het, maar D. C. Hesselberg het die teorie in 1897 al weerle. In 1885 wys Hugo Schuchardt, die beroemde Duitse geleerde en kenner van Kroeolse tale, op twee belangrike faktore wat by die wording van Afrikaans 'n rol kon gespeel het; hy dink aan die een kant aan Duitse invloed: aan die ander kant was by die eerste wat in 1891, op grond van sy kennis van Indo-Portuges en Malies-Portuges, op moontlike kroeoliseringsfaktore in Afrikaans die aandag gevestig het. D. C. Hesselberg het die gedagtes in 1897 en 1899 verder gevoer, veral in sy beroemde werk *Het Afrikamsch* (1899) waarin by sy *Malies-Portuges-teorie* uiteengeset het. In teenstelling met die vorige teorieë was Hesselberg s'n die eerste wat werklik wetenskaplik verantwoord was. Volgens Hesselberg moes daar binne die eerste dertig jaar van die volksplanting 'n skielike botsing van tale aan die Kaap plaasgevind het, nl. 'n botsing tussen die 17de-eeuse Nederlanders van die vyrburgers, soldate en amptenare en die taal van die Oosterse slawe wat Malies en 'n vorm van gebroke Portuges gepraat het, of 'n vermenging van albei („Malies-Portuges“). In 1658 en daarna het 'n groot aantal slawe wat gebroke Portuges gepraat het, Kaap te gekom, dit sou volgens Hesselberg 'n skielike kommunikasieprobleem veroorsaak het wat tot 'n vinnige verandering van Nederlands gelei het. Die resultaat was 'n sterk ver-eurowegende taal met 'n reduksie in sy grammatika. Wanneer 'n kultuurtaal in 'n bepaalde kontaksituasie deur 'n botsing met 'n sosial-liesende taal binne 'n kort tydperk 'n drastiese reduksie, strukture-verandering en vereenvoudiging ondergaan, praat 'n mens van kroeoliser-ing. Hesselberg moes egter self erken dat die tipiese kenmerke van kroeoliserings in Afrikaans ontbreek, daarom kom hy tot die konklusie dat Afrikaans beskou moet word as Nederlands wat halfpad bly staan

Ongelukkig het Hesselings destyds nie oor die nodige direkte taak-gegewens beskik nie; hy kon sy teorie feitlik net op sosio-historiese gegewens baseer wat bowendien nie volledig en korrek was nie. Daarom was ook sy teorie omtrentend en eensydig; dit het 'n hipotese gebly wat hy nie kon bewys nie.



BROKEN windows, peeling paint, and filth — these are the conditions that face 600 pupils at Umkhumbane school.

SCHOOL CLEAN NO SWEET

African Affairs
Reporter

UMKHUMBANE, East
Community School at
Chesterfield is only seven
kilometres from the
centre of Durban.

But the lower primary,
formerly a Catholic
school, has more than
500 broken windows and
disgusting polluted
lots.

Several inventories have
no walls and others have
no doors. Pupils leave the
rooms every day and the
waste, pushed out of
holes in the walls, con-
taminates in a nearby
field.

The East Natal Bantu
Administration Board's
director, Mr. S. Bourquin,
said yesterday: "State
tenants will start soon.
We have allowed
R3 000."

The board took over
the City Council's air-
can estate responsibil-
ties in 1970, but Mr.
Bourquin said it was not
told about the school and
only discovered the
responsibility five months
ago.

The power behind the ban

The SABC wants to stop newspapers publishing advance information about TV programmes. The corporation could have one way of enforcing its wishes — legislation. MUFFY TURBEVILLE

The editor of Family Radio and TV believes the SABC and Perskor have the influence to get legislation passed to stop the Press from lifting TV schedules from his magazine.

"Legislation of the type they have in Holland," said Burnett, whose magazine has exclusive rights to produce programmes in advance.

The SABC has already threatened legal action if the Press tries to lift the now embargoed programmes (the embargo takes effect from June 1).

Although facts cannot be copyrighted, the SABC says, it has taken legal advice, and believes it has the right to prevent any schedules being lifted from Family Radio and TV and its Afrikaans counterpart TV Radio and Dagboek.

Mr Bennett said his publication's circulation had increased by 5,000 a month since the introduction of Teletime — an advertising gimmick on TV with handsome prizes to be won that is linked to the magazine. Teletime appears regularly on our non-

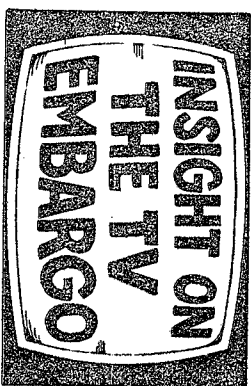
Can the

SABC

make

it stick?

11/10/72
(324)



commercial TV service. The magazines have also been boosted lately by commercial radio spots.

Costs

Mr Bennett said his magazine is not yet showing a profit. In terms of an agreement between the SABC and Perskor, the corporation is paid R50,000 a year, or three percent of the profits whatever is the higher.

"We are only trying to recoup our costs of printing the schedules," said public relations man for the SABC, Mr Hein Jordan.

With the change-over in ownership from Republican Publications to the SABC and Perskor a year ago, the magazines changed their names and began shortly before the name change to print TV programmes. They were formerly Personality and Nov.

Personality's drop in circulation was dramatic. From an average of 113,000 a month, its lowest ebbs was about 55,000.

The editor has said this because of the advertising drives, circulation was at a record 89,000 with the current print order of 120,000.

Ad bid

Mr Bennett said his magazine is trying to attract advertisers. "The idea is that we will release the schedules to those companies that appear on television," he said.

He also admitted that his publication would have first access to edit coverage of TV and radio news in South Africa. "We will release the schedules to those companies that appear on television," he said.

With the change-over in ownership from Republican Publications to the SABC and Perskor a year ago, the magazines changed their names and began shortly before the name change to print TV programmes. They were formerly Personality and Nov.

basic deur 'n boeiende met 'n sosiaal-pek 'n distrekte redaksie, struktuur-ndergaan, plaas 'n mens van kroeis-eiken dat die tipiese kenmerke van 'n daaron kom by tot die konklusie as Nederlands wat halfpad by staan

The reason why these magazines had not applied for membership before said Mr Bennett, was because it was not known in those times the application should be made.

● The SABC

● Perskor

Publications.

R10m spending spree on TV commercials

B. T. Mas
6/13/77

By TONY KOENDERMAN

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

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

Mr Siebert said TV com-

mercial time was oversubscribed, but dismissed as "pure conjecture" rumours that it is oversubscribed by 200 to 300 per cent.

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

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

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

This is hardly enough to

conduct a full-scale campaign.

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

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

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

Next year, the potential spending on production of commercials and buying time on TV is about R30-million, Mr Van Zyl says.

Why TV left out Kyalami accident

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

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

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

REVIEW

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

"We saw it as a review of the sports event."

Last night's programme also made no mention of the tragedy.

The two smashed cars at the end of the main

straight, which occasionally edged into the screen were left unexplained.

Only when Niki Lauda received the winner's trophy at the end of the race did the word "accident" come across.

Ruling on TV sets

Teljoy Limited, a Johannesburg television distributor claims a Lesotho company has failed to deliver 1155 German-made sets to South Africa in terms of a contract between the companies.

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

The Maseru company must show cause on April 5 why the 1155 sets from Normende, West Germany, should not be attached by the deputy sheriff pending an action by Teljoy for delivery of the sets to the company in South Africa.

Mr Theo Rutstein, managing director of Teljoy, said the sets were part of a consignment of 20 000 partly completed sets imported from Germany. Most of these had been distributed in South Africa.

US moves to raise duty on TV imports

The Star Bureau

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

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

Increased duties were also recommended for black and white sets.

GROWING LIST

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

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

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

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

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New mini TV will be a money saver for SA

By TONY
KOENDERMAN

SATV MANUFACTURING, the TV assembler currently supplying 37 per cent of the market, is to launch a 305mm (12-inch) Telefunken portable TV set in October with 80 per cent local content.

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

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

Big foreign exchange savings will be possible — imported assembly kits cost up to R80 each landed in South Africa.

Moreover, says Mr Bosworth, "we are not applying for any tariff increases. We will provide the components locally below the landed cost of the imported items."

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

Row over TV in hospital

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

Professor C H Rautenbach, chairman of the hospital board, told a meeting this week: "Anything

which can help cheer up an ill person — and a TV set does — can only help."

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

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

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

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

"The difficulties are numerous," he said. "A set would have to be positioned so all patients

26/3/77
would get a good view. This means no person would be able not to view.

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

A leading Pretoria psychiatrist said he supported the hospital's decision to install sets.

SABC to decide on Black TV broadcast

324

Mercury Correspondent

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

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

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

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

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

"Attention is being given to the adaptation of programmes for the Bantu in the existing channel," Dr. Koornhof said.

Ban on black stars? Not so, says SABC

By DOUG GORDON

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

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

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

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

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

Unhappy

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

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

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

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

"It is SABC policy to feature any artist according to merit."

Mr Ronnie Wilson said: "The SABC always reserves the right to broadcast good taste and make certain adjustments in dress and appearance."

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

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

South Africa's top black artist, Margaret Singana, has not appeared on South African TV despite her growing acclaim in Europe and the US.

Mr Walters said: "We have no objection to Singana appearing."

Record companies say that no local African artist has ever been screened on South African television.

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TV viewership up 9 per cent says SABC

Sunday Times
(Business Times)
17/9/77

324

By TONY
KOENDERMAN

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

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

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

This figure was also 9 per cent up.

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

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

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

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

"The audience is pretty well constant most nights except Sundays, which suggests many viewers are watching regularly every night."

Halt is called as auditors probe ^{Sunday Times} (324) ^(Business Times) TV firm 17/7/77

By IAN MORGAN

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

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

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

Teljoy first became concerned at the operation of the company in February, when Life's managing direc-

tor, Heinrich Bechtel, a former head of the Lesotho National Development Corporation (which owns five per cent of the company) resigned stating that he was dissatisfied with the company's management. He then left for Germany.

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

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

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

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

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

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

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

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

Teljoy has held the Nordmende franchise since 1968 and has been dealing direct with the German supplier for parts and most of the sets which have been supplied to the South African market.

The company says the continued supply of sets and parts is in no way prejudiced by the Lesotho situation.

Sun. Express
4/7/77
324

TV commercials probed...

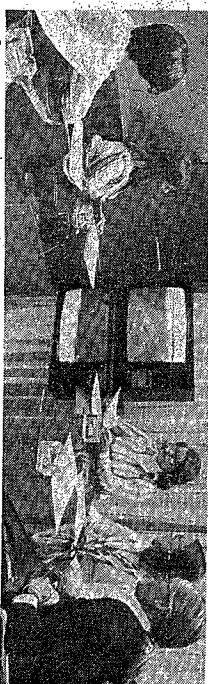
IS THE commercial really methodology is sophisticated, compiled as it is, tend it to communicate? This is the searching question which many advertising agencies are asking, independently not of themselves, but of others.

Lindsay Smithers-FCB is one of the agencies actively pre-testing its television commercials. Its

to be born by the client, is calculated to be in the vicinity of R100 and R1 000. The objectives of each pre-test are to measure the following:

- Is the commercial really communicating what we intend it to communicate?
- Is the message convincing/credible?
- Are there abrasive elements in the commercial that should be modified?

In open-ended discussions about the product, areas, are there any opportunities that we have overlooked?



• A panel viewing a TV commercial in the Lindsay Smithers-FCB market research offices.

A CRISIS in the publishing world, the European distribution of a Playboy magazine was interrupted recently and the agency involved has been criticised over the publication of an article on public life.

Apparently Reuters took exception to an inference in the July edition that a relationship existed between Reuters and the CIA.

How was it resolved? Playboy deleted the offending remarks from the undistributed editions and promises to apologise.

AND from London comes this interesting bit of news.

Radio spot

Private Eye has overtaken Punch in the circulation lists and is outdistancing the long-established magazine.

For the period July-December 1976, the 17-year-old Private Eye claims 88 000 sales as against Punch's 81 000.

THE Greek National Tourist Organisation, which recently set up office in South Africa, has appointed two communications firms to handle its public relations and advertising.

The appointment of the two companies, Progam Advertising and PR Communications, follows successful presentations to the head office in Athens.

The Government-sponsored organisation, which operates in 14 other countries, aims at increasing substantially the number of tourists visiting Greece.

Generally speaking, the South African public is unaware of the economic advantages of including Greece in their overseas itineraries and see it as a millenary playground. In fact, in a recent survey conducted by the Financial Times of London, Greece emerged as one of the most inexpensive countries to visit.

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

The Chiel

Sound all around

It took South Africa nearly 30 years to catch up with the rest of the world in providing a television service, so it is hardly surprising that this country is still behind the times in radio services.

In Britain stereo radio, which South Africa hasn't got, is already old hat and the BBC is now experimenting with quadrophonic radio.

Quadrophonic radio — or four-channel stereo — will allow programme makers literally to surround their audience with sound.

The broadcasts are made possible by a technique known as Matrix H. Four loudspeakers placed in each corner of a room enable a radio listener to sit anywhere in the room and hear the action or the music all around them.

The secret of Matrix H technique lies in combining the sounds picked up by four microphones into just two channels, according to a precisely determined formula. From then on, the combined signals can be treated as if they were an ordinary two-channel stereo programme. They can be recorded on a stereo tape-recorder, or broadcast on a stereo radio transmitter. But in the listener's home, the signals can be separated once again by a special Matrix H decoder, and then fed to loudspeakers at the four corners of the room.

Because Matrix H needs no additional equipment at the transmitter, the British quadrophonic broadcasts will be available to anyone within range of the BBC's existing stereo radio network — and that is 90 per cent of the British population.

When will the SABC offer radio listeners in this country anything as sophisticated?

The corporation has recently announced an increased radio licence fee of more than 20 per cent. The pain of that blow might be reduced to some extent if it were known that better quality sound was on the way to listeners as a result.

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TV covers up nude

D. D.
26/7/77

JOHANNESBURG —
SABC TV has "censored"
one of the world's most
famous nude statues,
Michelangelo's David.

(324)

Shocked viewers saw the
statue decorously draped
in shocking red under-
pants in Sunday's edition
of Ken Taylor's Peep
Show.

During the programme,
viewers were given a
partial view of the statue
from the back but at the
end he came on full front
to the beds.

The producer of the
programme, Peter Oxley,
said yesterday: "Of course
it is a job. There was
nothing sinister in it, I
assure you." — DDC.

N. Mercury 26/11/77

BRIEF LOOK AT TV's DAVID

Mercury Correspondent

JOHANNESBURG —
SABC TV's seemed
to have "censored"
one of the world's most
famous nude statues—
Michelangelo's David.

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

During the programme
viewers were given a
tasteful view of the sta-
ture from its back side
but at the end he came
on full frontal — with
briefs, of course.

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

324

Firm hits back over portable TV sets

324

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

"We do not share Philips' doubts about portable set reception," Mr Bosworth told TV Times this week. "Neither do our dealers."

"What they seem to have forgotten is that a large percentage of viewers now using an external aerial could get just as good a picture with a 'bunny ears'."

Percentage

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

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

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

by GWEN GILL

but it was fine again from Margate to Durban."

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

Forecast

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

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

Cine workshop

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

The theme of the winter school is "Media and Change", and Mr Hoos will conduct workshops on Wednesday, Thursday and Friday from 9 am to noon and from 2 pm to 5 pm.

The workshops will be held in the John Moffatt Building on the university campus.

Anyone wishing to attend should telephone Johannesburg 47-1431.



Times

Your sparkling
entertainment guide

No 86

July 31, 1977

SABC call in top BBC ³²⁴ man for big race special

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

Pickering, a soft-spoken, grey-haired, 47-year-old ex-PT teacher, is considered one of the world's most informed specialist athletics broadcasters. He has been with the BBC for 18 years and virtually lives athletics.

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

Suggested

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

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

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

by GWEN
GILL

Sportsmen events are enormous TV successes overseas.

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

This year's local trial of skill, strength and stamina looks like being a very exciting contest.

Competing for the R5 000 prize money in 13 events will be last year's winner and runner-up, 38-year-old athlete Leon Hacker and Springbok rugby fly half Gerald Bosch.

Foreign

At least two foreign competitors are expected. Invitations have been sent to Tony Grieg, March Fiasco, rugby players Gareth Edwards and J. P. R. Williams, last year's winner of the British competition, athlete David Hemery, and the present European Super Sportsman, Shiel Issakson, the Danish holder of the world pole

31/7/77. 324



LIZA MINELLI is bouncing back after two film flops — with a blockbuster that looks like being the smash hit she's been looking for since "Cabaret".

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

Directed by Martin Scorsese and made at a cost of R8 500 000 it co-stars Liza with Robert de Niro, whose performances in "The Godfather", "Taxi Driver" and "The Last Tycoon" have made him probably the most sought-after actor in Hollywood.

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

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

Comments

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

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

According to Mr Wald, Super

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

Final

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

PICKERING



KILLING 'A WAY OF LIFE'

TV Times
31/7/77

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

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

They warn that a generation of youngsters may grow up to be emotionally crippled by the killings and

beatings they see on the box.

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

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

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

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

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

(324)

ON
tv
TONIGHT

You can get an insight into the fascinating world of the great apes tonight when "Ver In Die Wereld" seeks out the mountain gorillas of Uganda and the orang-outangs of Borneo. Later, there's a look at the World Of Professor Raymond Dart one of the world's most eminent anthropologists.

Ad agencies will beat TV deadline —but it's a sweat

324



Imported talent Fay Dattner — and Mike Wells who says the industry can't do without it . . .

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

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

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

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

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

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

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

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

In fact, the Association of Film Production Houses of South Africa has asked the Government to avoid delays in processing work permits for foreign directors.

"Without them, we just don't have the skilled manpower to do the job," says association chairman Charles Minster. Where foreign talent is being used, experienced directors are being imported in preference to sending work abroad.

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a Brunner-Meltzer type specification.

324 Plea for TV teaching aid

A lunch-hour TV education programme designed for black labourers could be introduced to help solve the problem of adult illiteracy, Mr Antony Trowbridge suggested at the Media and Change symposium today.

The symposium is being held at the Witwatersrand University.

"The problem of adult education, particularly literacy, is one of the most disruptive conditions contributing to the generation gap and loss of parental control," he said.

Programmes could be commercially sponsored, added Mr Trowbridge, and commerce and industry motivated to buy television sets for their workers to view during lunch hours.

Mr Peter Hume told the symposium that South Africans had radically changed their attitudes towards advertising and now only used advertising if it was "useful."

Mr Hume said: "In the face of South Africa's economic beleaguement we are finding the cool consumer who is aware and more demanding of products, services and the

communications that support them."

He said: advertising must stop being thought of as manipulating the consumer and become a labour-saving device for people who wanted to spend wisely.

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$$BC_s = c(i_o, i_{BA}, P, rr, \dots) MB \quad (7)$$

2/8/77

Boom in Black cinemas

324

Mercury Correspondent
JOHANNESBURG

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

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

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

Another reason why more Blacks attended cinemas was that the Government had decided to allow films previously banned to be shown to Blacks.

N. Melbury 3/8/77

THE ability of satellites to beam television programmes anywhere in the world is worrying the communist nations and several developing countries. SUE MASTERMAN and ANTON KOENE, who have just moved from The Hague to become correspondents in Vienna, report on a UN conference on these problems.

SATELLITE TV WORRIES COMMUNISTS

324

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

Int It was a change of scene from the usual meeting place in New York, where the Law of the Sea Conference crowded it off the agenda. All the more reason for the UN delegates to gracefully accept the Austrian invitation to visit this growing centre of UN activity on the border of East and West Europe and to capture a breath of old-fashioned live culture between their discussions on the future of canned culture and information on a world-wide scale.

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

Political

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

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

The delegates cannot agree what form consulta-

tions between countries on these broadcasts should take. The Soviet bloc and most developing countries want a right of previous consent to broadcasts being aimed at their areas.

They claim the right to come between their citizens and the visual broadcast they may receive.

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

The developing countries have a different and more reasonable argument. Most of them cannot afford a nationwide TV network of their own transmitted from ground stations. Geographical factors as well as pure finance put TV low on their priority list.

They fear that foreign programmes beamed at them from space, over whose contents they have no control, and which can be received in areas where currently no counterbalancing national TV programme is available, will result in "cultural imperialism."

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

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

Helsinki

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

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

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

324

SABC starts a Black TV study

By SHARON LEVIN

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

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

Mr Van Heerden lifted the lid on SABC plans for Black TV — and revealed that:

- The service will be in five languages — Zulu, Xhosa and three Sotho languages;
- Programme content will basically be the same as the White service, with news broadcasts and variety, sports and children's programmes;
- The service will be in colour.

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

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

But I understand the SABC

is planning to launch the interim service next year.

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

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

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

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

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

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

"However, there is by no means enough material to run a Black service yet," he said.

D.D. 22/8/77

TV ads worth R38 m signed up

(324)

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

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

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

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

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

Mr Howell said that three minutes of every hour would be devoted to TV commercials. —DDC

TV advertisers *Swazi Times (Business Times)* to pay heavily *23/8/77* for big audience

324

By TONY KOENDERMAN

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

But advertisers had better brace themselves for a shock in 1979, when rates will have to go up by 25 per cent to bring them in line with the bigger audiences.

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

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

"The cost per thousand in reality is around R2,80 based

on current rates and audiences."

To bring the cost per thousand back to R3,60 would require a 28 per cent increase.

This means a peak-time 30-second spot which costs R4 590 in 1978 is likely to cost R5 700 in 1979.

The last published SABC survey, covering January to April this year, showed that peak viewing times attracted 38 per cent of white adults, which admen consider an astonishingly high percentage for one medium.

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

But the bonanza is bad news for the Swaziland television service, which is due to go on the air next February 1.

TELEVISION

SEPT. 77 - DEC. 78

TV servicers land another big deal

S. & T. Times
11/11/77
By Susan Brown

32

NATIONWIDE Television Services, the Ramilton-a-year TV servicer organisation, expects a 10 per cent boost in business from its new contract with Beares, the furniture retailing group.

Beares is the fifth big retailing group to hand over its television servicing to Nationwide, which in less than three years has grown into a network of 15 depots all over the country.

Nationwide handles set repairs for Greatman, Hays, Birkings and Lewis Stores, as well as for a manufacturer, Superstomic, the Beares contract covers the Transvaal and north Natal.

BY TONY KOENDERMAN

Managing director Phil Hancock reckons his company has about a 15 per cent share of the television servicing business, which is valued at about R20-million a year at present.

"We are servicing more than 2 000 sets a week," he says. "The frequency of breakdowns and faults increases sharply after a set is

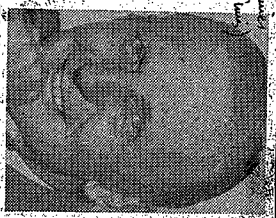
three years old. Even brand new sets (dealing on an average of 2 and 10 per cent of sets) are found to be faulty by Nationwide, which conducts its own soak tests."

Some sets are already requiring eight or nine service calls a year, at an average cost of R40 a call, he says. Major TV servicing organisations apart from Nationwide are OK TV, Earlybird, rental firms which do their own servicing, manufacturers, and

other in-house organisations for retailing chains.

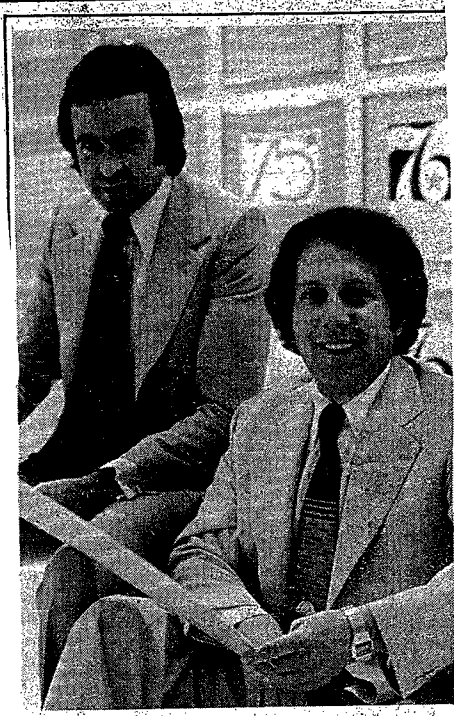
Mr Hancock hopes to get a lot of his growth by persuading retail chains to follow the example of Beares and hand the work over to Nationwide.

The servicing business has already seen a few casualties. Arise TV went into liquidation last year, leaving 4 000 customers with unexpired service contracts, and more recently a Cape firm has closed down.



Phil Hancock wants 25 per cent of market.

324
25/9/77



• Darryl Phillips (left) with Elna general manager, Bruce Joelson, looking at the TV ad campaign storyboard.

Sun. Exp. 324

SA agency wins top award for TV commercial

25/9/77

COMMERCIAL TV does not hit South Africa for another four months, yet Grey-Phillips has already won international honours for TV commercials it has made here. A commercial made by Grey-Phillips for Elna won an award in the 24th International Advertising Film Festival held in Cannes recently, agency managing director Darryl Phillips revealed on Friday.

The contest attracted entries from North America and all over Europe, including a dozen or more countries that have been making TV commercials for decades.

News of the Cannes honour followed immediately after the same commercial — for the Swiss-made Elnapress domestic ironing press — won two awards in the 1977 Clio contest.

The winning commercial will be seen on TV on January 3, says Elna general manager Bruce Joelson. It is one of three TV commercials Grey-Phillips is making for the Elnapress.

"The ability of TV to demonstrate to the housewife in colour, in her own home, the plusses offered by the Elnapress is likely to boost sales significantly, and we have increased our budget accordingly," says Joelson.

"We will be spending far more next year on Elnapress advertising than the historic average of around R85 000."

According to Phillips, Elna is one of several Grey-Phillips clients who is increasing their total ad budget next year. "Their higher spend will be split between TV — which has immediacy and impact — and traditional media such as Press, magazines and radio which get over those portions of the ad message that cannot be properly conveyed on TV."

In one of the Elnapress commercials, which may have been seen by cinema audiences, an elaborate dress shirt is being pressed backstage at a concert hall while its owner hovers nervously. He is a conductor, and the orchestra is heard tuning up.



The shirt is finished in time for him to slip it on and receive a rapturous reception from the audience. However the camera reveals all — his shirt may be immaculate but he has forgotten to put on his trousers.

WHILE the new president of the Public Relations Institute of SA, Robin Siedle, may be right in that the current recession has done more for the public relations profession than the boom times of the 1960's, public relations "pros" still have a long way to go.

Siedle talks grandly: "The squeeze on profits forced companies and organisations to examine their public relations budgets and eliminate anything which did not contribute directly to profits."

He commented that glossy booklets went out, as did cocktail parties and extravaganzas as firms learnt that the job of public relations is not to distract, but to communicate essential information.

That, sir is the crunch. Unfortunately too many of your members forget this basic lesson. Too many PROs fail to return calls, find the information one is seeking impossible to gather and miss the opportunity, all too often, of telling the Press about happenings in their company.

I support one of the aims of Prisa — the raising of professional standards in the industry — and look forward to improved relations with PROs in future.

Barlows TV to reduce its staff

Financial Editor

12/10/77

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

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

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

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

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

He will take charge of the group's Johannesburg and New Germany factories there.

Mr. Free Trader: Well, well go on!

Mr. Protectionist: My third and last point can be labelled 'reciprocal external economies'. Firm X, in manufacturing its product, creates assets such as labour and managerial skills for example, part of the benefits of which are lost as some of the workers and managers drift off to Firm Y (Firm Y may or may not be in the same industry). Firm Y experiences exactly the same problem. Not all of the benefits are internalised; some of them are lost as workers and managers drift off to Firm X. The conclusion is that, in marginal conditions, it would not pay Firm X to begin producing. It would be better to let Firm Y produce external economies emanating from Firm X. Once they both get going, the problem falls away, but to convince them initially to commence production, a subsidy may be extremely difficult. Initial protection against foreign competition would be one way of providing a bonus or stimulus in order to start the ball rolling. The classical example of this is the protection of the apple growers in the apple farmers and horticultural manufacturers. The bees pollinate the apple trees at no cost to the apple farmers. In the process, however, they collect the honey, an essential ingredient in the manufacture of honey. The Government can be used in favour of protecting an industry (Alfred Marshall on the entire sector (Friedrich List).

Mr. Free Trader: But I can still not convince you. You have outlined about a simple problem and you have said that the ball rolling must start! Surely by protecting them with adequate information and complementary information naturally.

Mr. Protectionist: Co-ordination is a very easy subject to discuss. It is a simple matter to be able to tackle the problem of protection against foreign competition. It is a very practical way to protect things which are in the public interest. Tariffs would be one possibility; alternatively, initially subsidise the infants.

Mr. Free Trader: You have still not convinced me. You have outlined a number of serious market imperfections and you have said that your argument would be unconvincing if I did not have a certain amount of protection (especially of the infant industry). It may be the third-best solution. For example, with regard to your first point, the question of it would profit society more if the state rather than impose protectionist measures were to undertake a certain amount of research and development (in the absence of the private sector's ability to do so) and make the information acquired thereby readily available to those who desire it.

...../4.

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

Let us, in the case of reciprocal external economies, if one refers to the creation of labour and management skills for example, surely the first-best solution is to provide for the training of workers and the second-best is to provide for the training of managers and technical colleges and business schools and the state subsidize them. Reciprocal external economies may be a very real problem for firms with protection against foreign competition.

Let us, however, wherever intervention becomes inevitable (and I am inclined to believe that intervention is the only 'advantage') to correct the imperfection or externality at its root, to be at the point of divergence between social and private costs. Indirect subsidies such as subsidies for production or tariff protection are inferior solutions.

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TV aids language learning

Special Correspondent Educationists in Munster, West Germany, have spent three years studying the influence of television on children's vocabulary, concluding that children now always learn so many words from TV advertisements and thrillers that this common vocabulary tends to offset differences in social background.

Six-year-olds have a far larger vocabulary than was anticipated, much of it taken straight from TV. What is more, children would appear to learn a mere 50 new words during their first year at school. The influence of school increases thereafter, but TV retains its hold on the juvenile imagination.

Professor Walter Recht, the Munster educationist in charge of the project, stresses that there is a world of difference between the written school language and the spoken language towards which TV contributes.

Of course, Friedrich List, the manufacturing sector were greater than those of

Mr. Free Trader: I think we have exhausted the purely economic arguments without getting too complicated, but I'm afraid that you ignore certain political realities. Governments that impose protection are hardly likely to obtain the technical niceties expounded above. In practice, it is certain that there is a will demand and receive protection even where it is not needed. However, after the infants have grown up, they will resist the imposition of protective measures. You must recognise the political realities.

Mr. Protectionist: You are quite right, but all I can do is to point out the economic arguments. If the cost of political competition outweighs the benefits of discreet and appropriate protection, it is just too bad. Economists can point out the way; they cannot force anyone to take it, nor can they ensure that their advice will be properly applied. I might add, however, that I have not brought all my ammunition with me today. The infant-industry argument, albeit the most powerful case is not the only argument in favour of protection. The others can await another day.

South Africans are getting the TV message

SUN EXP. B45.

20/1/78

(326)

SOUTH Africans like the TV commercials they are seeing.

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

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

According to Grey's marketing and research director, Denise Stamm, "Our analysis of the first two weeks shows that individual commercials are recalled by between 31 and 82% of the TV audience.

"This compares with 8% for comparable situation in the US, where commercials take up more than twice as much of each hour's screen time and where there is no novelty factor."

Agency managing director Darryl Phillips believes that one obvious factor causing the commercials to be so well remembered is creativity. "Some ads are just better than others.

"But that's far from all. Some products interest specific sections of the populations and others are relevant, and thus more memorable, for nearly everyone.

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

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

Another factor in success is to use well-known personalities whom the audience can identify, and with whom they can identify. "There is the danger



that such personalities can become overexposed," warned Phillips.

Simplicity is next in importance. "Complicated commercials with complicated messages are not doing well."

Then come two technical matters: strong branding and image transfer are of importance.

"More detailed analysis of what makes a TV commercial successful in South Africa will be made when we have gathered more statistics and when commercials have settled down as part of the regular TV diet," said Phillips.

THIS really seems to be the age of new magazines. We've recently heard about Checkers' Value and Ster-Kinekor's Superscreen, and this week South Africa was introduced to another magazine, a magazine with an entirely different emphasis.

Quest sets as its objective, "the pursuit of excellence," and if you think that's like chasing pie in the sky, the circulation figures show otherwise.

Quest 77 was launched in February last year in the US and Canada. Circulation, initially 175 000, rose to nearly 400 000 on the fifth issue. Now Quest 78 arrives and the promoters, the Ambassador International Cultural Foundation, anticipate a circulation in the US and Canada of 600 000 and an initial distribution of 187 000 for the international edition in South Africa, Europe, the Middle East and other African countries.

Quest's objectives sound corny, "to show you the best in everything, from art to humour, science to sports"

but its circulation performance has so far been more than encouraging, although it is a limited appeal mag.

Local advertisers have not been all that courageous yet in taking ads in the mag, according to local representative Charles Smith, but there is some appeal in the magazine for those up market advertisers wishing to sing South Africa's praises in an international prestige magazine.

IT's becoming very clear that advertisers dare not rely solely on television advertising.

For greatest effect the advertising should be repeated in the Press, magazines, at the point of sale or in outside media. The consumer must be prodded into remembering the product.

J Walter Thompson has set up a Direct Response Unit under Tony Burgess to handle any form of advertising that requires immediate, measurable testing.

At present as he says, "At the actual point of purchase you can see thousands of Rands spent on television receiving no support on the shelves."

"There must be a carry-through. Television advertising is simply part of the package."

As part of the testing the JWT Direct Response Unit will be carrying out interviews at store exits, measuring the purchase habits of shoppers. Burgess believes that even people who have not been exposed to the TV commercials (like the Blacks) will be influenced by them.

"There is a credibility in the consumer's mind, attached to a product advertised on television. If point of sale advertising material, points out that the product is 'as advertised on TV', he could well be influenced by the ad."

Piling on the agony . . .

HAVE you heard about the poor guy who skips his way through the Constantia carpets TV ad? The commercial took him so long to shoot, he had to be treated for exhaustion.

Extraordinary rumours Over infant TV service

STBC
SWAZILAND TELEVISION BROADCASTING CORPORATION

COMPANY THAT PUT IT ON THE AIR CANCELS DEAL AFTER ONLY 18 DAYS

By KITT KATZIN

AN extraordinary behind-the-scenes drama over Swaziland's 18-day-old TV service can be revealed by the Sunday Express today.

The drama this week led to:

● The management committee that put the service on the air cancelling its contract and pulling out of the R1-million venture.

● Two urgent legal actions, one of them involving a R40-000 claim for damages.

● A threatened disruption of programme continuity on the fledgling service, with advertising programmes being impounded by a court.

The threat led to two immediate legal actions — one in the Rand Supreme Court, on Tuesday before Mr Justice Esseen and the other in the form of an



Mr. Bill Norris, managing director of Executive Television Services, Swaziland, with the 200 disputed films due for screening by Swaziland's TV service within the next few weeks.

was asked on Friday afternoon by STBC's attorneys to hand over the films.

On Friday night STBC filed a counter claim in an urgent application heard by a judge at his home.

In terms of a settlement Mr Norris agreed to hand over three of the films, which he did at 8 am yesterday and agreed to supply

As a result, it had decided to cancel its contract with STBC. ETS further claimed that it had done so as it believed STBC, which had hired the company, to set up the service "clearly intended" to continue operating the service itself.

ETS Swaziland also claimed breach of contract — the basis for its damages action — on the grounds that STBC had solicited and recruited its executive staff at its offices in Mbabane and Johannesburg to continue running the service.

(I established that at least 12 employees resigned on Friday. All are now employed by STBC. In approaching these employees with fresh employment offers, STBC assured them they would be

indemnified against any possible damages they may suffer as a result of terminating their service with ETS.)

ETS in its court application, applied also for the attachment of assets, the furniture and certain video cassettes.

The 200 films which have been placed in safe keeping were due to be dispatched shortly to STBC.

ETS Swaziland also attached contracts signed with Johannesburg advertising agencies worth R65 000, again pending the outcome of its damages claim.

Meanwhile, as a result of the broken contract between STBC and ETS, the service is now being run by a three-man management committee.

Swaziland's first television service, now faces an uncertain future. At least 10 of its Johannesburg staff could be without jobs, including managing director Bill Norris, who was responsible for co-ordinating the launch on February 11 of the channel.

ETS's decision to cancel its contract has shocked the television industry both in South Africa and Swaziland and has given rise to immediate fears that the fledgling service may deteriorate rapidly.

It is also not known whether the service will be able, in the intervening period, to continue broadcasting its ITN-news at 10 pm.

Copies of the popular newscast were obtained in London, immediately after



Mr. Bill Norris, managing director of Executive Television Services, Swaziland, with the 200 disputed films due for screening by Swaziland's TV service within the next few weeks.

Picture by DANIE COETZER

screening, flown to Johannesburg, where they were received by ETS, and then rushed to Mbabane by road, to be screened the same night.

There is also a fear that the move could lead to a loss of confidence from advertisers at a time when 1 500 sets have been sold or rented to Swazi viewers.

The Holiday Inns group has spent R300 000 installing colour TV sets at its complexes throughout Swaziland.

A spokesman for STBC admitted on Friday that the service was facing "tremendous pressures". He declined to comment further.

Mr Norris worked with a staff of 23 for 20 hours a day to meet the 17-week "switch-on" deadline.

19/2/78

This man's dream is shattered



Interent application at a judge's home on Friday night.

In the first action, Executive Television Services, Swaziland (Pty), the management company of the new TV service, brought STBIC to task, assets of claim for R400 000 damages against the corporation.

In addition to these contested actions, ETS Swaziland also obtained an order to attach at least the right of STBIC to claim 200 films, mainly features and documentaries, scheduled for screening in Swaziland within the next few weeks.

Twelve of the films were due to be shown this coming week, which meant STBIC would have been compelled to undertake a massive programme rescheduling operation if the films were not released and handed over in time.

By Friday night the films were still being held by ETS Swaziland at the offices of its parent company in Johannesburg.

Mr Bill Norris, managing director of ETS Swaziland,

to be replaced on a rotation basis with films from STBIC.

The judge ordered STBIC to file the supplementary affidavit by 5 pm on Tuesday and ETS Swaziland replying at ETS's claim for the return of the rest of the 200 films will be heard on March 1.

Earlier this week STBIC launched emergency plans to fill in gigantic gaps — some of the attached films run for 60 minutes — with whatever material programmers could lay their hands on.

But pressure has now been removed, and the service is expected to continue according to plan.

The original order to attach the films was granted to Executive Television Services pending the outcome of its R400 000 damages claim against STBIC.

In the Rand Supreme Court on Tuesday, ETS claimed that its contract with STBIC had been breached, depriving it of an estimated R400 000.

THE contract dispute involves, I understand, the principal financial backer of the service, the British-based Electronics Rental Group, which is controlling the operation through its rental firm in South Africa, Visionhire, in which it has a 40% interest.

Visionhire, which with Telloy, has wrapped up 80% of the South African TV rental business, is also partly owned by Nedbank (40%) and SA Phillips (20%), the principal equipment contractor for the Swazi TV project.

Visionhire SA and the Electronics Rental Group (ERG), after being commissioned by STBIC to run the overall service, hired Mr Bill Norris and his company, Executive Television Services, Swaziland (Pty), to provide and be responsible for the management and operating programme.

Mr Jamie Spence, former executive television services (ERG), after being commissioned by STBIC to run the overall service, hired Mr Bill Norris and his company, Executive Television Services, Swaziland (Pty), to provide and be responsible for the management and operating programme.

This included obtaining advertising, making commercials, obtaining programmes, training technical staff, like news readers and continuity an-

nouncers, and producing local news bulletins.

He also bought equipment worth R70 000.

In terms of the initial contract, between Visionhire (Swaziland), STBIC and ETS (Swazi). It was agreed to pay ETS running expenses and a R10 000 management fee annually.

In addition, once the station reached break-even point, ETS was to receive 20% of gross advertising revenue, after expenses up to the first R200 000, and 25% thereafter. Visionhire guaranteed the contract.

Within 18 days of the launch, ETS obtained advertising worth R115 000, but was budgeting for a R250 000 net profit by the end of the year, of which it would be entitled to R250 000 and STBIC R198 000.

The drama over the contract started the day after Mr Norris had launched the TV service. He was, in fact, the first person to appear on the screen when he introduced King Sobhuza, who officially opened the network.

He was summoned to an urgent meeting to discuss and agree to an important amendment to the original contract.

Because the Swaziland Government, at that stage, objected to the participation of South African companies

in its television network, it was suggested that STBIC should become wholly owned by the United Kingdom Electric & Thermal group. It was the Thermal group to substitute Electric Thermal (Swaziland) for Visionhire, being a South African company.

Mr Norris, I understand, refused to sign the amendment, asking for time to study it and refer the contract to his attorney, Mr Dennis Cohen.

Mr Norris, it is believed, feared the move was aimed at preventing him from taking action against South African interests involved in the TV venture in the event of being pressurised to cancel his contract.

Later that week, when he tried to discuss the matter again, he was unable to reach Mr Roy Black, managing director of Visionhire, and Mr Morris Fyfe, chairman of Electronic Rentals Group (UK).

He also offered to fly to England to discuss the issue with the ETRC board, but he was told by telex that he should make contact with the group's attorneys in Johannesburg.

As a result, Mr Norris cancelled his contract after establishing that his staff was being retained.

SABC in clash over SWA TV

Mercury Africa Bureau

WINDHOEK — Top-level negotiations for an independent South West African television service are expected to take place within the next 10 days.

The discussions will revolve around the wrangle over SABC's refusal to grant the South West African corporation a licence for its proposed network.

Dr. Gerald Knoetze — a spokesman for the company behind the R1 000 000 venture — said yesterday that March 7 had been set as a tentative date for talks between his associates, the SABC and South West Africa's Administrator-General, Mr. Justice M. T. Steyn.

He said he hoped the service would be on the air by July, but it would not be beamed to South Africa.

However, the main stumbling block was the SABC, which had turned down his company's licence application because the South West African Department of Posts and Telegraphs still fell under the jurisdiction of South Africa.

Expand

"The licence was also refused on the grounds that SABC intended to conduct tests to see if it could expand its radio and TV networks to the territory.

"The SABC-TV has the

same head-in-the-sand attitude as South West African Nationalists," he added.

"They don't seem to realise that South West Africa will be independent by the end of the year."

Dr. Knoetze, a prominent supporter of Mr. Dirk Mudge's Republican Party and the Democratic Turnhalle Alliance, said an independent TV service was necessary for the forthcoming one man, one vote elections.

"It's important for the Administrator-General to have this service at his disposal to propagate the elections.

"The SABC can't play a role because it would compromise Judge Steyn's impartiality."

Educational

He said the new service would be on the air for four hours a day in addition to educational programmes that could be beamed at other times.

The programmes would be transmitted in six languages — Afrikaans, German, English, Owambo, Herero and Nama — and would be controlled by a

multi-racial board.

"Income will be derived mainly from R50 annual licensing fees and revenue from advertising, which will be commenced from its inception."

Dr. Knoetze said his corporation would set up a studio and news team in Windhoek, where the initial service would start. Within a year every main centre in South West Africa would be able to tune in to programmes.

He expected about 16 000 TV sets to be sold within the first year.

"Most of the programmes in the first year will be from Britain."

Tanker scare

CAPE TOWN — Dozens of workers and firemen struggled for seven hours with heavy machinery and foam after a 40-ton gas tanker overturned in Kraaifontein yesterday. The tanker, filled with a highly inflammable gas, went out of control on a corner and overturned.

No one was injured. — (Sapa.)

27/2/78 Natal Mercury
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SATURATED MARKET NEEDS BLACK BOOST

By Tony Hudson

Sun. Tribune 2/4/78

(326)

TELEVISION sales are right down in the doldrums and there is little likelihood that the situation will be rectified unless the Government takes certain steps in the near future.

Figures released to T.V. Finance this week showed that the number of TV licences issued has halved each year the service has been in existence.

In 1976, some 661 000 new permits to view were issued. In 1977 the figure dropped down to about 506 000. So far this year close to 45 000 have been issued. And this, projected for the 12 month period, indicates that the total number of new licences issued for the year will be in the region of 180 000.

Manufacturers say the intense competition among retailers to persuade a reluctant public to buy or lease the sets has made the industry uneconomic.

Says SATV's Mike Bos-

Television sales are switched off

"The honeymoon is really over. Prices are down to unrealistically low levels and the industry is not very profitable. You cannot cut the production of an industry down by around 75 percent in a short period of time and expect to maintain profitability."

"In order to make any money now, manufacturers are forced to diversify into other sectors.

"The market has reached a high level of saturation and the industry is left with sets in certain cells. The A and B income groups have taken up about just as much as they can and

what remains is the C and D income levels and certain rural areas that are still not getting television repeater stations.

The answer to the revival in the industry says Bosworth, lies in the African market. What is needed, he says is the rapid introduction of a black station and the electrification of townships to enable this population group to take advantage of TV.

He reckons that between 20 and 30 percent of black households would be in a position to buy a set if TV should become available.

Tedelex's Benny Sloane

agrees with Bosworth and says there are only two main areas of stimulation left to the industry:

"They are the introduction of the single licence system and the African market.

"If SATV was to abolish the need to licence each set separately and allow more than one set in each home on one licence, the sales of portables could well start to climb," he said.

"There is already room for improvement in sales for imports and exports. If SATV could extend their services by say an hour a day to include a programme

designed for Africans, we could start sales moving in this sector."

He said that this thinking had been proved by the market upsurge in sales of portable sets when a black FM station had been introduced.

Industry estimates of annual TV sales levels are around 100 000 colour sets, around 25 000 monochrome sets and about 20 000 portables.

Sloane reckons that an increase in portable sales could be expected towards Christmas time, but that SATV would have to make some concessions.

ander

- (j) Totale mediese koste
- (k) Pensioenbydrae deur boer (jaarliks)
- (l) Versekeringsbydrae deur boer (jaarliks)

Warning on TV ^{28/4/78} licences ⁸³²⁶

EAST LONDON — Radio and television licence inspectors will be visiting the Eastern Cape soon and people operating unlicensed radio and television sets should obtain their licences without delay.

This warning comes from the Regional Director of Posts and Telecommunications, Mr. F. J. Richter, who said in cases where licences were not renewed on or before September 30 last year, the penalty for a radio set was R5.85 in addition to the licence fee of R8.40.

In the case of a television set, the penalty is R25.20 in addition to the licence fee of R36.

He said despite the fact 300 summonses have been issued since the start of the current licensing year, numerous cases were coming to light where licences were not held.

Radio listeners and television viewers should bear in mind it is an offence to refuse or fail to furnish licence particulars when requested to do so by the post office. He appealed to the public to co-operate. — DDR.

It's the big-time for us, says TV chief

By IAN REID
TV Editor

SABC-TV is gearing itself to enter the big-time international television market.

This was the word yesterday from Mr Pieter de Bruyn, director of TV programmes at Broadcast Centre, Auckland Park, Johannesburg.

"I am happy to say that some very big overseas TV companies are showing in-

terest in co-producing with SABC-TV. They know we have the equipment, the talent, the climate and that costs are relatively low out here," Mr De Bruyn said. He's just got back from Cannes, where about 520 TV production companies put their goods on show.

It was something like a Persian Market, he said.

"The sellers know just what each country can af-

ford to pay, so most of the time there is no hassle," he said.

"Then there are specials, which cost more, than package deals which involve programmes buyers are not really interested in."

The package deals, he said, explain why SABC-TV sometimes — "sometimes" — broadcasts overseas programmes which leave viewers wondering how anyone in his right mind could have bought them.

Mr De Bruyn said production costs were going up all over the world. And talent was getting stretched thinner and thinner.

"Everywhere now it is a case of sharing costs, and more and more television production houses in different countries are getting together to co-produce."

"I cannot give details, but we are very interested in co-production with major international companies," he added.

"We, naturally, want to make the name of SABC-TV known overseas and we welcome this chance of making this country better known overseas."

Mr De Bruyn declined to say whether the co-productions would be documentaries or fiction.

18/6/78

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SUNDAY TIMES Business Times, June 18, 1978. *Telmar*

China pioneer puts R4-m into Atlantis plant

BY VERA BELLAKOVA

Continental China Holdings, pioneer in the manufacture of South African china and stoneware, has invested R4-million in a fourth factory in the Atlantis, Cape, coloured township.

The factory, Continental Stoneware, a division of Continental China — the majority shareholder is Federale Volksbeleggings — began production at the end of April.

In its first month, 80 000 pieces of stoneware were produced. When full production starts in August, the plant will turn out about 360 000 pieces monthly.

A third of the orders will be aimed at the export market. Turnover is expected to reach R320 000 monthly.

Last month, on, partial production, sales reached R40 000 and June's figure is likely to be R100 000.

In May the first export order arrived for R8 000 from Greece.

By August, the plant is expected to start showing profits, says Mr. M. J. Busch, managing director of Continental China Holdings. Also, the staff will be increased from 140 to 200.

This plant is the largest single industrial undertaking in Atlantis, and is entirely South African-financed. Of the R4-million, R1-million was spent overseas on specialised machinery.

Continental China, largest tableware manufacturer in South Africa, has three factories — at Grahamstown, Blackheath and Rosslyn.

Now stoneware, has been added — with an eye on the 18 to 25 age group — comprising sets of two for couples and a combination set which can be gradually complemented when the buyers' budget can afford it.

Sales slump forces big shake-up in TV sector

BY TONY KOENDERMAN

MAJOR rationalisation has taken place in the television manufacturing industry, which is bracing itself to cope with the loss of 60 per cent of its market over the past two years.

Industry estimates are for a market this year of between 120 000 and 180 000 sets, compared with about 450 000 in 1976, and the market is expected to stabilise in the lower end of that range.

At its peak, the industry was churning out 30 000 colour sets a month. Now it is unlikely to produce more than three-fifths that amount in a year.

Despite the closure of one factory in the Barlows integration, and the transfer of Southern Cross television production capacity to two radio factories, the industry remains hopelessly over-supplied in terms of capacity.

Since January, several hundred workers have been retrenched.

And while a few of producers dominate the market, the position must be particularly desperate for the small fry.

"Any one manufacturer could supply the whole market," says Derek Cooper, managing director of Barlows Manufacturing, which, with its Barlowsvision, Futronic and National brands, supplies an estimated 20 per cent of current demand.

"There is certainly no room for more than two, or at the most three, manufacturers. There can't be many people making a profit at the moment."

Barlows has been well placed to cope with the downturn by closing down one of the two factories with which it found itself after the takeover of C.J. Fuchs.

"We can live with low numbers," says Mr. Cooper, who believes the industry will have to do so for some time yet. He does not think the black market will become significant until there is a separate black channel, and is not optimistic about the suggestion that one hour's viewing a day should be provided on the existing channel for blacks.

In this respect, he points to the fact that sales of transistor radios to blacks did not take off until they had their own broadcast channel.

Even when a black channel does get the go-ahead, it will be at least two years before the SABC can start transmissions, so anybody looking for a rescue act from this quarter will have to bite the bullet for some time yet.

Mike Bosworth, MD of market leader SANYI, claims to be quite happy with Pioneer (Japan's) sales. "We are quite happy with our sales. If you cannot live with present volumes, you should not be in the business."

The growth in the audio market field, says Mr. Bosworth, has almost made up for the declining in TV sales.

His market estimate for 1978 is 90 000 colour sets, and 70 000 portable, which is "somewhat more bullish than Mr. Cooper's 70 000 to 80 000 colour sets and 50 000 monochrome, including portables. But Mr. Bosworth expects smaller demand next year."

The downturn poses interesting questions for Tedco, producer of Blaupunkt and Sony sets, which has enjoyed decentralisation benefits on the strength of a promise to move its factory from Bellville to Atlantis as soon as the facilities are adequate.

Decentralisation Board chairman, August Kotzeberg, said this was likely to be within 12 to 18 months, when he expected the workers housing to be completed.

However, by the time Tedco has to move, the necessary capacity seems likely to be considerably less than it required in the boom years for television.

Southern Cross, the joint TV operation of Thorn Electrical and IFT, which produces Supersonic and Pilot brands, recently closed down its TV factory in Industria, Johannesburg, and transferred production of colour sets to the Pilot Radio factory, also in Industria, and of monochrome sets to its facility at Pretoriusburg.

"The market just disappeared," said managing director Bill Reid. "We had to rationalise pretty heavily."

The end of the contract to produce Telemaster sets for OK Bazars couldn't have helped, either.

One by-product of the decline in demand has been fierce price-cutting, but at present profitability levels, it is unlikely that prices will stay low. So look for a sharp increase as soon as current stocks are moved.

RADIOS FM 23/6/78 Switched off

Over 12m South Africans switch on their radios each day, but most are showing no inclination to buy new sets.

"It's been a difficult two years," sighs Colin Baskind, MD of Teltron and chairman of the Radio Manufacturers Association. "Since the beginning of last year, manufacturers have been cutting down on production." Current sales are about 25% down on 1975 levels.

The recession has been especially rough on sales of portable radios — 80% of which are bought by blacks. Last year about 400 000 were sold — one-third or more down on 1975.

Bill Reed, MD of Thorn, paints a slightly different picture: "The market's fine, and unit sales are keeping up well. The problem is one of oversupply, and margins are under severe pressure." (There are about 14 local radio manufacturers and 14 regular importers.)

Certainly, Reed's optimism is not totally misplaced. The advent of TV knocked the audio business, but now that the TV market has reached almost 80% saturation, hi-fi and music centre sales are climbing again. Consoles (which are sold mostly to blacks) were steady at 80 000-90 000 units last year.

Although the market is overtraded, no manufacturer has withdrawn in recent years. Capital investment in the audio industry is generally low, since customs tariffs make the import of complete sets worthwhile, except for portables. Even some discount houses do their own importing. "At least when there's an upswing our kind of consumer durable is the first to notice it," says Baskind.

"The industry's problem," argues

Reed, "is that all the companies tooled up for television have an oversupply of production space, and are now flooding the market with radios." Is he taking a swipe at SATV, which recently took over the production of Telefunken radios from Electra?

SATV has signed a licensing agreement with Telefunken. "This means we can put a much higher ratio of local content into the sets. Because we are tooled up for TV we have the equipment for it," says SATV MD Mike Bosworth. He hopes to expand Telefunken's present significant share of the audio market to 20%. Moreover, from next month, SATV will for the first time be assembling Pioneer hi-fis locally.

THE SABC sacrifices up to R3,3-million a year in revenue to accommodate free television advertisements for two television and radio magazines produced by the publishing giant, Perskor.

The value of the free advertising — in prime time — has been calculated from official TV advertising rates supplied to advertising agencies.

The Perskor publications are "Family Radio and TV" and "TV en Radio Dagboek", which receive the free advertising in terms of an agreement with the SABC. A copy of the agreement has come into the possession of the Sunday Times.

"Family Radio and TV" gets two free spots of about two minutes each week. That would cost a private advertiser an average of R34 680 a week — or R1 803 360 a year.

Free plugs

"TV en Radio Dagboek" also gets two free spots of about two minutes each a week which, at the cheaper rates applicable on the Afrikaans service, would cost a commercial advertiser R28 176 a week, or R1 465 152 a year.

These calculations are based on the average English programme prime-time advertising rate of R8 670 a minute, and for Afrikaans an average charge of R7 044 a minute for prime time.

The combined total for advertising both magazines on television is, according to these calculations, R3 288 512. This figure does not include free plugs given to both magazines by continuity announcers, nor does it include free radio advertisements.

Agreement

In terms of the agreement, profits made by the two magazines go to Perskor for at least the next seven years.

In return, the SABC gets a royalty on sales of at least R50 000 a year, although on current circulations it is receiving about R100 000 a year.

Last year the SABC's total income was R104 million, of which R50,8-million

Magazines get four free advertising spots a week

By TONY
STIRLING

from the SABC and Perskor.

Major advertising agencies this week confirmed the tremendous demand for TV advertising time. On this year's allocation, television air time for advertisements was about 40 per cent over-subscribed, according to a media expert at one of the country's biggest advertising agencies.

Signed

He said that any additional time that could have been available for advertising by private clients, including the time devoted to advertising the magazines, would have been snapped up.

In terms of the agreement signed by the SABC and Perskor in September, 1975, Perskor will produce the magazines for 10 years. Perskor won the contract by tender.

The agreement was signed for the SABC by Mr Jan Swanepoel, director-general of the corporation, and for Perskor by Mr J. M. Buitendag, joint managing director of Perskor.

From July to December 1976, the circulation of its Afrikaans counterpart, "TV en Radio Dagboek", was 36 000 and climbed to 92 000 by the end of last year. It dropped by about 14 000 in the first six months of this year.

Based on increased circulation figures of the magazines there has been a dramatic increase of 80 to 100 per cent in the advertising rates of the two magazines from the beginning of this month, according to an advertising agency.

The board of Perskor includes Dr Connie Mulder, the Minister of Plural Relations, and former Cabinet members Mr M. C. Botha, Mr Marais Viljoen and Dr Hilgard Muller. The Administrator of the Transvaal, Mr Sybrand van Niekerk, is a director of Republican Press, which owned the two magazines.

10/9/78 Sunday Times

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R3m

16/9/78

326

Sunday Times

telly giveaway

came from licence fees. Radio contributed R15.4 million and television R35.2 million.

According to the SABC, the advertisements on television do not run for a fixed time, but vary from week to week depending on the content of the magazines. The SABC was this week unable to give a breakdown of the time spent on advertising the magazines.

In terms of the agreement, the nature of the advertisements is decided on by a committee comprising three representatives each

According to the agreement, the SABC has to provide Perskor with advance material relating to radio and TV programmes, and the two magazines are to receive preference above all other media.

Circulation

The material is supplied three weeks in advance, according to the contract. Newspapers and other media only receive the material five days in advance and are limited in how far in advance they may publicise coming programmes.

Perskor has to bear the costs of publishing the magazines and the SABC receives a royalty of three per cent on sales, with a minimum of R50 000 a year. "Family Radio and TV" had an average circulation of 62 000 in the period July to December, 1976. This rose to 144 000 by the end of last year, but declined by about 7 000 in the six months up to June this year, according to official figures.

SATV Rlm expansion programme

EAST LONDON — The first sod in the third phase of a R1 million expansion programme at South African Television Manufacturing Co (Pty) was turned this week.

The third phase is the building of a R150 000 development institute at SATV's Wilsonia factory and follows expansions which will double the size of Sparrat Electronics, SATV's electronics components subsidiary, and the takeover of Pioneer Electronics earlier this year.

The institute will be called the Werner Kausch Development Institute and is named after the man who turned the first sod and the man who was instrumental in Telefunken, Germany, establishing their South African factory at Wilsonia.

Mr Kausch was chief development officer with particular responsibility for overseas development before his recent retirement from SATV's parent company in Germany.

The institute, covering 720 square metres, will accommodate three laboratories dealing specifically with television developments; audio and radio developments; and the professional application of electronics in industrial technology.

Talking about industrial electronic developments, a market which is growing at the rate of 30 per cent a year, SATV's technical manager, Mr W. Winkler, said it was a market which was assuming much greater importance in an age of electronics.

Products SATV will be developing include radio telephones, and hand-held transceivers, a much more sophisticated version of conventional, simple walkie-talkies.

"Electronics are going

to have a tremendous impact on future living and these are aspects we will be looking at," Mr Winkler said.

Building on the institute will start within the next few weeks and it is expected to be in operation by February next year. Mr Walter Mueller will head the institute.

Sparrat's R840 000 expansion programme will catapult it into competition with international suppliers of electronic components.

In the past year, Sparrat, a company which started out as a subsidiary supplying components to SATV, has developed into a fully-fledged component supplier to the South African consumer goods electronics market.

"Since its launching, Sparrat, instead of operating only as a supplier to SATV, has established a wide range of markets, from motorizing to white goods, with a range of printed circuit boards, transformers, coils and sub-assemblies," says Mike Bosworth, Sparrat's managing director.

He reports that Sparrat sales are well above budget and estimates that savings in foreign exchange alone amount to R3 million.

The current expansion will put Sparrat into the big league and the main emphasis will switch from the consumer to the professional electronics market.

"A major element of our new investment is the construction of a factory extension and the installation of equipment for the manufacture of commercial through-plated boards for specialised use in telecommunications, computer and other data processing equipment," says Bosworth.

"These boards are

BUSINESS

manufactured to mil standards using computerised numeric control equipment and requires very stringent quality standards and highly sophisticated equipment."

Speaking before he flew to Japan to negotiate the manufacturing rights for Pioneer hi-fi and car stereo sets — the April takeover was only for Pioneer's distribution rights — Mr Bosworth, who is also managing director of SATV, said the company was now employing more people than at the height of the 1975 television boom.

The sweet sound of success is largely due to the company's invasion of the audio market with the launch of five new Telefunken audio products and the Pioneer takeover.

The acquisition of Pioneer has made SATV by far South Africa's biggest company in the television and audio industry.

Pioneer is South Africa's top-selling hi-fi brand and the acquisition of the range provides SATV with more than 150 audio products.

Sales of SATV's Telefunken portable radios have improved 63 per cent in the last six months while the launch of two new products has resulted in a dramatic 695 per cent increase in sales of Telefunken music centres and consoles.

"Most Telefunken audio products have a local content, exceeding 60 per cent, giving us an edge on

both price and value for money," says Bosworth.

"Our success in the audio market has been far quicker than anticipated and our major problem now is to meet the level of demand. For the past four months we have worked a 12-hour day, seven days a week.

"Unfortunately we are not able to switch too many of our television production facilities to audio because our TV sales also reflect a market increase — sales over the past six months have improved by an overall 133 per cent and our market share has increased to approximately 45 per cent," he said.

— Business Editor



Mr Werner Kausch turning the first sod of the development institute which will be named after him at SATV's Wilsonia factory near East London.

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Bophuthatswana

TV ... What price a big mountain?

A number of South African companies are vying with each other to launch the only foreign television service to be beamed to the Reef in competition with the SABC — from a giant 700 m tower at Garankua near Pretoria.

The tower, just inside the Bophuthatswana border, would have to be the tallest in the southern hemisphere to broadcast programmes which could reach the Pretoria-Wilwatersrand fairly interference-free.

Earlier plans to beam Bophuthatswana television from a mast atop the Magaliesberg at Skeerpoort, only 50 km from central Johannesburg, have flopped.

Signal

From this mast an independent TV station could have covered the Southern Transvaal's triangle with a strong signal which would have brought non-SABC programmes into easily one third of South Africa's homes.

The potential Skeerpoort transmission site was clearly marked on maps authorised by the Department of Bantu Administration and Development, but has since then disappeared from the maps of newly independent Bophuthatswana.

It appears that with the homeland's final land consolidation the Skeerpoort site, plus other potential transmission sites nearer Krugersdorp, were consolidated right out of existence.

This has left Bophuthatswana without any good mountain from which to transmit its own television programmes.

Technical studies made for potential holders of Bophuthatswana television franchise show that the new homeland could only beam acceptable TV signals into the rich Pretoria-Rand market across the Magaliesberg from a high site at Garankua.

To beam a TV signal to the Southern Transvaal area Bophuthatswana would need a tower three times as high as the SABC tower. JAAP BOEKOOI reports

The transmission tower there would have to be 700 m tall for line-of-sight signals to reach the northern suburbs of Johannesburg, Pretoria and areas in between.

South of Linksfield Ridge reception would still be poor.

Such a tower could not be built out of steel, but only out of reinforced concrete.

It would have to be equipped with lifts and might contain a revolving restaurant.

Its cost at present-day prices? Between R12-million and R14-million.

A system of using a giant balloon or balloons, moored to the ground, as planned by Nigeria for its television transmissions, was shown to be impractical during preliminary investigations.

Exciting

The balloons would be a hazard to aviation and the careful angle of its transmissions to the Reef and Pretoria target areas could be disturbed by high winds.

To make a new, exciting channel from Bophuthatswana a reality, with regular programmes otherwise banned in South Africa, like "Starsky and Hutch" and "The Sweeney" (in English), quite a few other problems would also have to be overcome.

SABC-TV is likely to object that transmissions from Garankua, which will have to be on Ultra High Frequency at two or three megawatt, will interfere with South Africa's lattice plan of TV transmissions.

Bophuthatswana will not be able to use VHF channels as all nine of these were allocated to

South Africa by the International Telecommunications Union as far back as 1963.

South Africa may also, in effect, ban Bophuthatswana TV reception by insisting on a Bureau of Standards law which lays down that aeriads must be limited to one per stand.

Since across-the-border TV requires a different aerial this might force viewers to choose between SABC-TV or its Garankua competitor.

The Bophuthatswana Cabinet is fully aware of the money-earning potential of its own national television station, which could cream off up to one-third of SABC-TV's advertising revenue which now runs to R58 a set annually, totalling almost R20 million a year.

At the same time President Mangope's TV Advisory Committee is aware of the extraordinary problems as well.

They have seen complicated contour profiles showing how deeply TV signals from Garankua will penetrate the Transvaal.

And they have figures of signal readings in different places, which take into account such complex subjects as the earth's curvature over transmission distances and knife-edge refractions caused by mountains.

Add to this the fact that the Garankua tower would have to be the tallest in half the world, equalling the famous Moscow Radio Tower and just a few others in the northern hemisphere, plus the fickleness of viewers and they will come to one conclusion.

A future Bophuthatswana TV may be just as much a gamble as a gold mine.

The SABC tower in Eriton — what are the chances of a bigger one in Garankua?

TV actors who are 'smashed hits'

ACTORS are often asked questions like: "Do you do this for a living?" or "How do you learn your lines?" or "Isn't it boring playing the same thing night after night?"

It is odd that these questions often come from typists who wear their fingers to the bone at the same dull, old typewriter all week, or from bookkeepers who tot up dreary columns of figures year in, year out.

Television commercials also prompt curiosity and questions. People ask: "Do you really use that stuff you advertise on TV?" Or "Do you actually drink the beer when you make a liquor ad?"

I can answer that one: Yes, one does drink the beer in a beer commercial. It's to make it look authentic.

That's how it came about that it was the supporting cast in an ad for low-calorie beer who needed the supporting.

While Bernie Voigt and I played the two main characters, in the foreground, the rest of the cast had to provide the pub atmosphere. And they did. Two chaps in an alcove who were "off scene" for much of the ad had totally disappeared by the time the camera finally zoomed in on them. They were literally under the table.

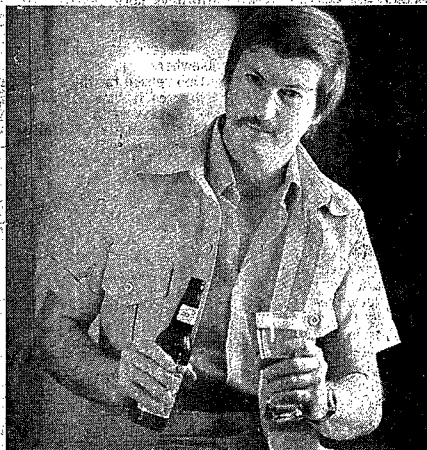
Bernie and I fared even worse. In a beer ad the "head" is most important, and we became as tight as ticks before being asked to "drink it down slowly... smile... show your enjoyment".

I must have downed 20 glasses while the props man totted up, making sure the head was right.

Then the director finally decided he had "the sequence in the bag".

I was helped to a stool to recuperate — and prepare for the next sequence.

By the time all the sequences were finished everyone agreed it was a "smashed hit". Fortunately the make-up girl kept my



Ivor van Rensburg... the beer's real and he must drink it

IVOR VAN RENSBURG gives a view of television advertisements... from behind the small screen

red beer tan well hidden under layers of pancake.

But before you toppers start besieging the ad agencies in anticipation of drinking the breweries dry and being handsomely paid to do it, a word of caution. Doing commercials isn't as easy as it looks.

It requires hours of hard work under scorching lights and one ad in English and Afrikaans (you have to be bilingual) can take up to 16 hours to complete.

And all the public sees is 20 seconds worth.

You may also be required to walk through fields of oats infested with ticks, as I had to do for a popular breakfast cereal.

Often what you see on TV is not what it appears to be. Mouth-watering cream on cakes and sweets is usually shaving cream because real cream would melt under the hot lights.

Finally, beware of certain casting sharks — those

who, when they advertise, ask for a signing-on fee. Tell them you will pay the signing-on fee after they get you your first commercial.

Some of these casting agents sign on a thousand would-be models at R10 a time — not bad money for jam — but none of the models makes the small screen.

And if any of these models do finally obtain a commercial, the less reputable casting agent may disappear with their fees from the advertising agency. That is, if the film company sent their models' fees to the casting agency in the first place.

In some cases it might be better to let the ad agencies pay you directly, then you can give the casting people their 10%. But this only applies to those casting agencies and film companies who make it unpleasant for the other many reputable companies.

13/11/58
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Aerials
not
included

EAST LONDON — Television aerials do not constitute a fixture and are not automatically sold with a house.

This is the legal opinion which has been given to estate agents, the chairman of the Border branch of the Institute of Estate Agents, Mr Bill Hookins, told members last night.

Television aerials have caused something of a problem for estate agents, as they would appear to fall under the normal deed of sale wording of "articles fixed to the wall by nail, screw or other device."

Normally these should be sold with the house, but the legal advisers have ruled that television aerials do not fall into this category.

Any damage caused during their removal, however, will have to be made good by the seller of the house. — DDR.

TV's R4-m shot in the arm

By Ian Gray

The SABC is to spend R4-million more on producing TV shows this year than it did in 1978.

Mr Jan Swanepoel, Director-General of the corporation, said the extra cash had come from advertising in the first year of commercial TV.

It would be spent on:

- Increasing the SABC's own output;
- Co-productions with television services in other countries;

● Co-production with local companies; and,

● More production work by local companies for the SABC.

Local companies would provide more for SABC-TV in future, because they had learned to conform more to the corporation's budgeting, said Mr Swanepoel.

In the early stages of TV their quotes had been as much as five times higher than the cost to the SABC, he said.

See Page 1, Tonight!

Black television service by 1981?

The Director-General of the SABC, Mr Jan Swanepoel, said yesterday he was hopeful the Cabinet would reach a decision this year on the introduction of a third service. He said the present five-hour daily transmission could not be extended until a service for Blacks was introduced.

Mr Swanepoel said that programmes for Black viewers could be screened within two years of the decision to go ahead, but it's more likely it will take us about two and a half years.

Cost to the SABC of duplicating facilities for

the second channel would, at today's prices, be R150-million.

The service for blacks will be commercial from the start. At full strength it will employ 1100 people.

The SABC will this year earn R42.5-million from TV advertising, compared with last year's R32.5-million.

The SABC will spend R15-million on expansion projects this year. This will include acquiring equipment, new transmitters and possibly more outside broadcasting units.

TELEVISION

A dimmer view

30.6 PM 26/1/79

TV sales suffered a stunning drop in 1978, and the outlook for this year is considerably worse. Based on the number of licences issued, they dropped by 40% to 183 000 in 1978 (1977: 306 000), reaching a peak of 29 000 in August last year and declining to a mere 50 in December. This year they are expected to drop by between 20% and 35%.

SATV MD Mike Bosworth expects

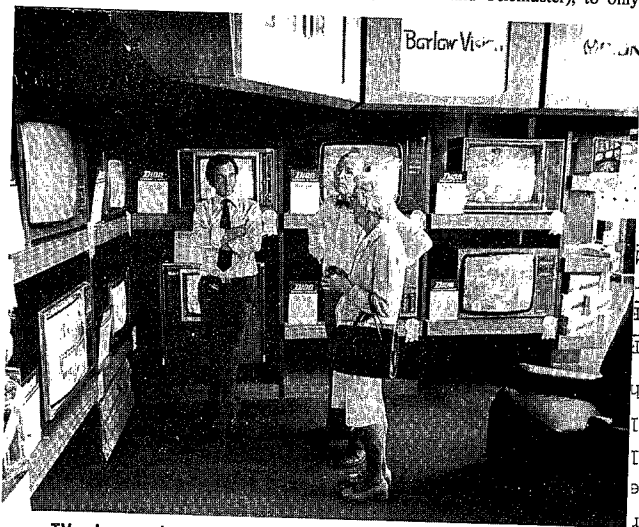
lised in the Fuchs takeover, while the Southern Cross consortium, which originally manufactured Pilot, Telemaster and Supersonic, has reduced its operations to the monochrome Supersonic. The company, originally owned by Pilot/Thorne, ITT and a third shareholder, is now wholly-owned by ITT.

The number of brands on the market has declined from about 15 (including Pilot, Pioneer and Telemaster), to only

ment until 1982, when replacement buying comes in.

Bosworth expects the replacement market to start developing in 1980, when TV owners will start changing brands or replacing monochrome sets. "Present programme content and the necessity for one licence per set have reduced the incentive to buy a second set," comments Turner.

"The industry would benefit enormously from the introduction of a black channel and by the electrification of Soweto," he adds, "but this won't be for some time."



TV sales . . . dramatic decline is forcing manufacturers to diversify

sales to fall to 140 000 units this year, of which 70 000 to 80 000 will be colour, 20 000 monochrome and 50 000 portables. Philips' Peter Groenenboom predicts that sales will reach a maximum of 150 000 units and expects the market to stabilise at 150 000 units over the next three years. Barlow's John Turner says that the market could drop to 120 000 units, with colour-set sales reaching only 65 000.

The industry has undergone considerable rationalisation, and more may be on the cards as there is still substantial overcapacity. Most manufacturers have diversified, and there has been a general swing to audio and electronic component manufacture. SATV now has only 25% of its production in TV compared with almost 100% previously.

Barlow's TV activities were rationa-

nine. These are Sony and Blaupunkt (Tedelex), Telefunken (SATV), National, Barlowvision and Futronic (Barlows), Supersonic (ITT), Salora and Philips.

Of the six manufacturers, SATV and Philips hold an estimated 60% of the market. Bosworth notes that the number of brands may be further reduced with the present instability in the market. "There are huge excess stocks and prices are being drastically cut to move inventories," he says. "There could well be further brand rationalisation."

"Of the present manufacturers, two could serve the whole market," comments Groenenboom. "The market is shrinking and will continue this way until the replacement market comes in." He notes that the industry reached 79% saturation and 83% market penetration last year, and there will be no improve-

Class	No. of
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5% - 10%	
10% - 20%	

Table 1
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Income Distribution

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Planners object ⁽³²⁶⁾ to SABC TV site

C. Jones 23/12/78
Staff Reporter

THE CAPE branch of the SA Institute of Town and Regional Planners has sent a letter to the Administrator, Dr L. A. P. A. Munnik, voicing its disappointment at the provincial executive committee's decision to approve the rezoning of a Vredehoek site for the building of new television studios for the SABC.

The branch chairman, Mr. D. W. du Plooy, said yesterday the Cape branch committee had expressed its "disapproval" to Dr Munnik and requested more information on the reasons for approval.

He said the institute considered the rezoning submissions "incomplete" because there were no accompanying sketch plans showing how the buildings would relate to the site and surroundings and the effect on the environment. Sketch plans were also called for by the strategic siting of the new development in relation to Table Mountain, the city centre and its approaches.

The rezoning was originally approved by the city council despite an objection from the Institute of Architects. However, the administrator appointed a commission of experts to study the proposed development. In January this year, the executive committee refused the application after considering the commission report.

On December 6, the executive committee reconsidered and approved the rezoning "in view of further representations from the SABC".

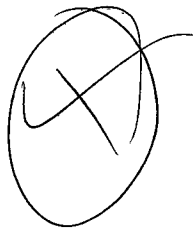
Mr. du Plooy said: "If new evidence has been submitted to warrant a review of the administrator's previous decision, we consider such evidence should be circulated to the relevant bodies including the Cape Town city council as was done with the original application."

"We fail to see why all the planning evidence, including the findings of the commission, should not be made public. After all, this is a public building to be financed with public funds," he said.

TELEVISION

9/2/79 - 14/10/79

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TV licence warning

DURBAN — Only 866 000 out of nearly 1.12 million television sets in South Africa had been relicensed this year. Defaulters could expect licence inspectors in about a fortnight, a post office official said yesterday.

Defaulters will have to pay a penalty of 10 per

cent of the annual licence fee for every month or part of a month their licences are overdue.

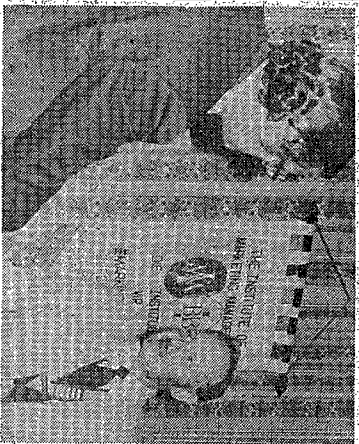
Inspectors would issue a warning but if this was ignored the television owner could be taken to court and fined up to R200. — S.A.P.A.

- (a) Letter, report and verbal media as means of communication between individuals and organisations and organisations.
- (b) Principles of good letter and report writing using typical and practical examples from the business and technical fields.
- (ii) Basis of good presentation in regard to correct headings, references etc. and the orderly presentation of facts or data with accuracy, clarity, sequence, brevity and coherence.
- (iii) The auxiliary use of diagrams, graphs, charts, photographs and other usual aids to letter and report writing to reduce time in preparation and subsequent reading.
- (iv) Advance preparation and summaries made in anticipation of the drafting of an important letter or report, including cross-checking (where possible) of data provided by others. Use of technical libraries or available literature and information on the subject matter under consideration.
- (v) Preparation of simple advertising matter and methods of replying to advertisements.
- (c) (i) The art of speech delivery from either advance-prepared notes read out (e.g. to technical society meetings, specialised information reports to committees etc.) or extemporaneous. Initial attendance at public and other meetings to obtain knowledge of, and criticise methods of oral delivery by others.
- (iii) The importance of deportment, delivery style and mastery of subject matter.
- (iv) Development of theme, with supporting references from other informative sources where desirable, and logical argument or explanations as theme progresses.
- (v) The conduct of a meeting with explanations regarding preparation of initial notices, agenda and minute-taking. The duties of the "chair" in presentation of progress of a meeting in correct order and the handling of questions from the "floor".

COMMUNICATION

GENERAL STUDIES T1A

BUSINESS



Mr. Richard Cook (left), managing director of Johnson and Johnson, is congratulated on his election as one of the 12 honorary vice-presidents of the South African Institute of Marketing Management by the IMA's national president, Mr. Lester Donovan, at a function in East London.

Ad man: we're not the playboys of business

EAST LONDON — Television advertising dropped 78 per cent in January, Mr. Hugh Milne, managing director of London-based Smithers (Canada) and a member of the Border branch of the Institute of Marketing Management this week.

He added there had been a big fall-off in television advertising and TV advertising time was far more available now.

Speaking on "The agency and the professional consultancy", he said an agency was actually an amalgam of all three sur-rounded by a host of myths.

The myths applied particularly to those who

worked in a creative role — myths like they all wore beads, all had dolly birds, drove Porches ("Definitely not true," Mr. Milne said). He also said that agencies commanded enormous salaries, had unlimited expenses, and enjoyed a lifestyle different from anybody else, smoked pot, and were all either queer or sex maniacs.

In reality, he said, the creative people in advertising were among "the most lively-minded, intelligent group I've ever worked with."

"They were well-read, extremely hard-headed, will work very long hours without ever expecting any kind of overtime compensation, are erratic at

times, and hypersensitive."

Another ridiculous myth surrounding advertising was that no agency would accept an account under R250 000 — "Just try me for R15 000 he said."

He added it was a pity the advertising industry was known more for the razzamatazz surrounding it than its capacity to do the job.

"We want respect," he said. "We don't want to be known as the playboys of the business world."

He urged marketing executives to be far more selective in choosing an agency, to demand to see senior executives and for their accounts to be serviced by senior personnel.

At the same time marketers should never exert pressure on an agency with the threat of dropping them about to be closed and advertising agencies and marketing executives should honestly admit they were frequently wrong when they thought they knew what the consumer wanted.

Agencies individually undertaking street interviews was one way of establishing consumer preferences. While professional research was important, everybody knows you can read into it what you like.



MR MILNE... too many myths.

He also told his audience it was ridiculous to ask advertising agencies to prepare one, two or three-year marketing projections. That was not their function and companies which made these requests were merely setting themselves up for failure. He pointed out the fact they themselves didn't know how to handle a marketing problem.

Before the meeting, Mr. Lester Donovan, national president of the IMA, paid tribute to Mr. Richard Cook, managing director of Johnson and Johnson, who has been elected one of the 12 honorary vice-presidents.

As an aside, why are the meetings held in gloomy near-darkness? This week we had the situation of Mr. Milne fading away into the dark with the setting sun.

— Business Editor

SABC site: Panel's objection disclosed

By DIANA POWELL

THE PANEL of experts which studied the environmental impact of the proposed SATV studios on Devil's Peak, warned the Provincial Administration that the development would change the "famous and classical" face of Table Mountain.

They also said:

- Building height restrictions would result in a low, sprawling complex of a quasi-industrial type out of keeping with the site.

- The owners of the site had given the distinct impression that they intended using the proposed SABC development as a lever to obtain high-bulk rights for surrounding areas on the mountain.

- A consultant to the Department of Community Development recommended a site in District Six for the SABC because it would be more economical and because the complex could play an important role in the success of the urban renewal scheme in the area.

- A large building could not be made to "nestle" in the mountainside to harmonize with the surroundings, because the site was not suitable.

The Administrator, Dr I A P A Munnik, has refused to make public the report of the panel.

But the Cape Times can disclose today details of the panel's objections to the use of the Vredehoek site and the reasons for its unanimous decision to recommend that the building of the SABC complex on the mountain be rejected outright.

Panel members

The panel, consisting of Professor R F Fuggle of the School of Environmental Studies at the University of Cape Town, Professor I C Prinsloo of the School of Architecture at UCT and Professor D Page of the Department of Town and Regional Planning at the University of Stellenbosch, was briefed by the provincial administration in January 1977 and reported four months later.

After studying the report, the provincial executive committee turned down the application to rezone the site for the SABC studios but reversed its decision last October.

The panel reported in a summary of evidence that the scale of the proposed development would have an adverse visual impact on the city. The site was particularly prominent because it straddled a spur and was thus visible from all approach roads to the city.

"The famous and classical sequence of unfolding views of the amphitheatre and Table Mountain will be changed by the presence of a large building on

the eastern spur. This is likely to have an adverse effect on the perceptions of residents and tourists," the report said.

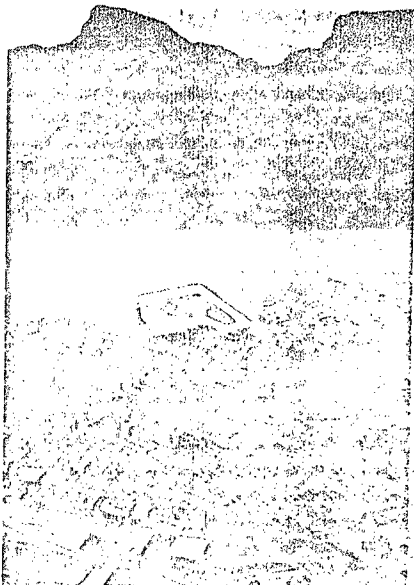
"The topography of the site is not suitable for quasi-industrial use. The cut and fill operations required to level the site will alter the profile of the spur and exaggerate the visual impact of the large building mass intended."

In the panel's opinion the amendment to the town planning scheme to allow the building of Disa Park did not justify

such quasi-industrial type will be out of keeping on the proposed site."

The report added that design controls laid down by the City Council would exercise only a minor role in reducing the impact of the complex.

The panel heard evidence from Mr H S Meyer, regional director of the SABC, who said the corporation had been looking for a new broadcasting complex in Cape Town for three years and was unhappy about the possibility of further delays.



The area outlined is the site on the lower slopes of Devil's Peak above Vredehoek where the SABC intends to build a complex housing radio and TV studios, administration offices, mechanical and electrical workshops and facilities for making and storing stage sets.

further high bulk development in the area.

Criticism of the Disa Park towers indicated that any attempt to allow more large buildings on the lower mountain slopes would be unacceptable to professional planners, conservation bodies and the general public.

"The SABC intend to construct a single large building. With height restrictions, a moderately low, sprawling building will result. The visual impact of such a building will be extremely great when viewed from Table Mountain, Tafelberg Road and Signal Hill. A building of

Mr Meyer told the panel that the SABC wished to locate all its Cape Town activity on one site in one building. This would include radio and TV studios, administrative offices, mechanical and electrical workshops and facilities for manufacturing and storing scenery for TV sets.

Mr W T Wichahn, of Conastor (Pty) Ltd, the owners of the land, told the panel his firm undertook to retain the remainder of the property after the needs of the SABC had been met.

He suggested that the land be used to build apartments for

SABC staff working on the adjoining site.

"By reiteration, Mr Wichahn stressed his company's intention of subdividing the remainder of the land into three or five plots and building apartment blocks of three to four storeys, with garages on the ground floor," according to the report.

"By his evidence Mr Wichahn created the impression that this company would use the SABC project as a lever to obtain development rights on the remainder of the property."

Mr V Pensa, director of the Cape Metropolitan Planning Council, told the panel that the major part of the Devil's Peak site should be kept as open land and that the local authority should make the sacrifice of acquiring the land for the public good.

'Constraints'

Mr B Oberholzer of the SA Institute of Landscape Architects said the site posed severe constraints on any attempt to harmonize a large building with its surroundings.

"He indicated that a large building could not be expected to nestle into the mountainside on the site selected and that a landscape architect would not be able to solve this problem," the report said.

Mr D Mart, a consultant to the Department of Community Development, said in evidence that a building specified by the SABC could easily be accommodated in the 11 hectares set aside for business and commercial purposes in District Six.

Mr Mart pointed out that the Minister of Community Development had urged businessmen to locate their new business undertakings in District Six and had, in fact, decided to offer incentives to intending developers.

"Locating the complex in District Six would play an important role in the success of this urban renewal scheme. Moreover, in these times of inflationary trends it could be more economical to locate in District Six, where all services are already available, than to move into a totally undeveloped area."

Mr Mart testified to the effect that the SABC had approached the department in regard to a site in District Six, the report stated.

The panel said it was in

unanimous agreement to recommend that permission for development on the Devil's Peak site not be given.

"In the opinion of the panel this development would not be in the best interests of the City of Cape Town nor the SABC."

Brighter outlook for some TV manufacturers

A BRIGHTER picture is in store for some of South Africa's television manufacturers while others will continue to drop out of the market, says SATV managing director, Mr Mike Bosworth.

While sales this year are expected to slump to 140 000 (1978: 183 000), Mr Bosworth estimates that 1980 will see the start of an upturn in demand that will eventually push annual sales levels back up to the "heyday" levels of 300 000-plus. Ideally, this market will be shared by only two or three brands, says Mr Bosworth.

He says a major factor working towards a medium-term recovery in the industry is that the Republic's television service is well into its fourth year of full operation, and a replacement market will soon develop.

Technical and aesthetic improvements, including the introduction of the high-brightness tube, as well as poor performance records of some sets, will reinforce the growth of the replacement market. An annual replacement market of only 10

percent would result in new set sales of 130 000.

In addition, six or seven brands out of an original 15 have fallen by the economic wayside since television was first introduced, and further brand rationalization is on the cards. (Telefunken — the SATV brand — and Philips already hold an estimated 60 percent of the market). Owners of discontinued brands will, says Mr Bosworth, now be considering switching to more popular and well-established brands.

Mr Bosworth says viewers who originally plumped for monochrome sets will be thinking about switching to colour, while the concept of a portable second set is steadily gaining acceptance, in spite of the drawback of the need for an extra licence.

Another important factor is the introduction of a separate black channel, expected during 1980/81. With some 1,8m black homes falling within the transmission area, a penetration of only 10 percent per annum would yield 180 000 sales.

R150 000 project for TV lab

EAST LONDON — South African Television Manufacturing Company has started construction of the Werner Kausch Development Institute at the company's factory complex here.

The R150 000 development laboratory will concentrate on technical advances in the television and audio industries along with other specialised projects.

SATV manufactures Telefunken television and

audio equipment and distributes Pioneer hi-fi in South Africa.

The laboratory, which is due for completion in July, is named after

Werner Kausch who, as head of Telefunken's development section in Germany, played a pioneer role in the development of audio FM. He was also involved with Prof. Walter Bruch in the development of the Telefunken PAL broadcasting system. — IDC

Bosworth sees brighter future in TV industry

EAST LONDON — A brighter picture is in store for some of South Africa's television manufacturers, while others will continue to drop out of the market.

That's the opinion of Mr Mike Bosworth, managing director of the East London-based television manufacturers, SATV (Pty).

While sales this year are expected to slump to 140 000 (1978: 183 000), Mr Bosworth anticipates 1980 will see the start of an upturn in demand that will eventually push annual sales levels back up to the "hey-day" levels of 300 000-plus.

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Mr Bosworth says viewers who originally plumped for monochrome sets will be thinking about switching to colour, while the concept of a portable second set is steadily gaining acceptance, despite the drawback of the need for an extra licence.

Another important factor is the introduction of a separate black channel, expected during 1980/81. With some 1.8 million

black homes falling within the transmission area, a penetration of only 10 per cent a year would yield 180 000 sales.

While price considerations might limit many blacks to monochrome sets, it was believed many would opt for second-hand colour sets, thus further accelerating the replacement market.

These factors, together with "new" white market sales — such as newly-weds — of some 50 000 sets a year, says Mr Bosworth, will in time boost total sales above the 300 000 mark. — DDR.

/cont...

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TV ADVERTISING ⁽³²⁴⁾ New owners needed

TV's new earlybird programming will yield a bonanza for advertisers — at least until ad rates are increased. By starting and finishing programmes half an hour earlier, the final half-hour of the evening's viewing is moved forward into a time slot which at present has a substantially bigger

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variances
Cost/price are over

audience.

An analysis by advertising agency Grey-Phillips, Buntun, Mundel & Blake shows that the average audience in the new final hour of the evening is improved by 46% on the English channel and 62% on the Afrikaans. Instead of reaching 18.3% of English viewers and 11.5% of Afrikaans, it will reach 26.7% and 18.7% respectively.

Though only time will tell the effect on the first half hour, Grey-Phillips believes there will be only a small decline in adult viewing, which will strengthen the viewer profile towards children.

Increased viewership means advertisers (who buy time on a cost per thousand basis of around R3,60) will be getting more viewers for their money.

Thus the cost per thousand on this slot will decline from R3,57 on the English service to R2,44, and from R3,37 on the Afrikaans service to R2,06.

Clearly, says Grey-Phillips, a rate increase is imminent. But it may not be proportionate to the increased audience because another 30% increase in rates could well result in a decrease in demand for time," the agency says.

"We've already had some cancellations," says media director Darryl Bernstein.

There is, however, an assumption by SABC that the only reason audiences are smaller in the final 30 minutes of the evening is that South Africans like to go to bed early. The real reason may be that viewers are switching off their sets (or falling asleep in front of them) because of the poor quality of programming.

Grey-Phillips notes, for example, that cinema starting times during the week are later than a few years ago, with features ending between 23h00 and 24h00. Clearly, the cinemas have not felt the need to accommodate early birds.

As long as TV audiences are still rising as they are, if slowly, it won't be possible to persuade the SABC that there is anything seriously wrong with its programming.

But the figures could be masking some disillusionment among viewers of long standing.

Already, although total viewership rising, the percentage of set own watching TV is declining. Fifty per cent more people had TV in their homes at end of 1978 than at the beginning of 1974. But the proportion viewing fell from 9 of set owners in December 1976 to 8 in December 1978.

CARPETS

Not so dusty

There is no magic in the carpet but these days, although sales are picking slightly in line with consumer spending, there's a long way to go to reach 1974 high, when the industry produced

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SABC ³²⁰

^{20M}
^{8/6/79}
ignores
the

June 16
services

Staff Reporter

AS FAR as SABC-TV is concerned, it seems the commemoration services of the historical riots of June 16, 1976, never took place.

Not even a meagre 10 second slot was allocated to record the services on either the Afrikaans or English news services.

"I presume we had too many news items," said SABC spokesman Mr Hein Jordaan.

"We only have 20 minutes for news and the other news items must have been regarded as more important than the commemoration services for the riots of 1976."

Mr Jordaan said he did not know whether the SABC-TV cameras had attended the services in Soweto or Lenasia.

"But even if they had recorded the services other items of news must have been considered more important."

Mr Jordaan was asked if this view was justified.

"Now you are asking for my personal opinion and this has nothing to do with my personal opinion," said Mr Jordaan.

Among the "more important items" was the coverage of a sick pilot whale — the centre of tourist attraction in America, receiving treatment — and a lengthy report on metric containerisation.

The head of the SABC radio news, Mr Karel van der Merwe, said yesterday the normal arrangements for the coverage of newsworthy events was made, but said it was impossible, in view of the many radio stations, to know whether news concerning the prayer services at Soweto and Lenasia were broadcast.

1981-YOUR SECOND TV CHANNEL

Sun. Exp. 15/7/79

326

Bright new shows — at no extra cost

A NEW R6-million commercial television service will be beamed to South Africa from BophuthaTswana in 1981 or, at the latest, 1982.

The independent service will transmit in colour, mainly in English, and will compete directly with SABC-TV.

It will create a free second channel for about a million South African viewers in Johannesburg, the Witwatersrand and Pretoria, and its range may be extended at a later stage to the Western Transvaal and Free State.

The service will offer high-quality high entertainment, including with movies on Sunday nights.

For most viewers, this will be a welcome extension of the SABC's "various" Sunday.

Most of the programmes will be imported. It is hoped that several British shows, now banned in South Africa by the Equity bar, will be included.

The new service will provide document-

aries, international and local newscasts, and sports coverage.

For South Africans, the "opposition" service will mean the chance to see better, more topical programmes, similar to those shown in Swaziland, and at no extra cost.

The new service, which has the full support of President Lucas Mangope and the BophuthaTswana Government, will also:

- Attract national and regional advertising at lower rates than the SABC.
- Develop an independent programme network.
- Transmit daytime educational programmes in Tswana, and use all three official languages — Tswana, English and Afrikaans — for its general service.

And to pick it up in South Africa — day.

To Page 2

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medical killing

The death of
terrorist leader
he collapsed. There was
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NIMS

FACE

Detainee was kept
naked in his cell

Ex-SABC man heads rival TV service

PASS not 2
 Daily begin to 17/1/74
 MCC PRO

➔ From Page 1

But even if the deal to buy the farm falls through, President Mangope will

As soon as the transmission site and frequency allocations have been approved, the BophuthaTswana Gov-

And advertisers, say informed sources, have already shown a keen interest in supporting the Service.

Those on trial are Lieutenant Jacobus Eutenhuizen, 26, lance Corporal Adrian du Preez, Rifleman Joseph Nieuoudt, 20, Rifleman Gordon Dwyer, 20, Rifleman Thomas Stander, 20, Private Pieter Grobler, 19, and Private Izak Merkel, 18.

Dr. Mather's opinion, bleeding the lungs—which

EX-100

of the exercise groups.

The hearing was adjourned

ment yesterday
strongest form of

"Ever since the press ripped open the whole information scandal, the government has shown an acute sensitivity and indulgence towards the press whenever it has proved or exposed in the field of corruption or maladministration. —

She said her son would sometimes stay away with his girlfriends for about a week but would not depend on returning in to report at the police.

before Christmas Day.

satisfaction to the
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"Ever since the press ripped open the whole information scandal, the government has shown an acute sensitivity and indulgence towards the press whenever it has proved or exposed in the field of corruption or maladministration. —

South African Press Clips is produced by : Barry Streek P O Box 84, Houtbaai, 7872, South Africa

Pat may quit TV

PAT ROGERS is "reassessing" his future with the SABC and may quit television because of the ban on his participation in political programmes.

The popular, hard-hitting interviewer said this week that his resignation from the ultra-conservative SABC was "not impossible".

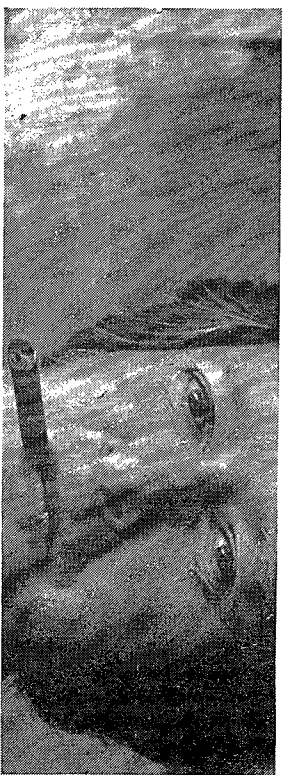
The ban, which was apparently imposed at the highest level by English TV executives, has caused "despair" at the corporation's Auckland Park headquarters and a protest is planned by Mr Rogers' colleagues.

The restriction was imposed by SABC chiefs in retaliation for the now-famous Rogers telegram to the Prime Minister objecting to the Advocate-General Bill.

Mr Rogers, who is on long leave after a major operation, will make his crunch decision after he returns to work at the end of September. He is in no rush to make up his mind.

At his home in Greenside, Johannesburg, he told me: "I am reassessing my future with the SABC, but there is no particular crisis at this stage. I will think about things while I am on holiday."

"I don't go back to work for another two months, so I am not anxiously pondering the matter. I am hoping it will cool off by the time I return."



Pat Rogers... will decide what to do after he returns from holiday

Rogers reassesses his future after political ban by SABC

By RIC WILLSON

Asked if he will quit, he said:

"It's not impossible... but I'm not particularly planning on it."

Mr Rogers, president of the SABC Staff Association, knew he was jeopardising his career and risking the SABC's Verterpampie wrath when he sent the protest telegram on behalf of the association.

"I was aware there could be repercussions. But it was something I thought worth

doing despite the possible consequences."

In the opinion of the SABC management, Mr Rogers sacrificed his neutrality and made public his political affiliations when he sent the protest telegram.

This, said SABC spokesmen, made him unsuitable for conducting political interviews and discussions.

The ban has also provoked public reaction and was attacked by newspapers — including the Nationalist Press — and Opposition MPs. Mr Rogers said he "appreciated" the Press reaction, particularly the

editorials of support.

He was told of the restriction by word of mouth. At his request, he had meetings with the head of English television, Mr Robin Knoo-Grant, and the overall TV chief, Mr Pieter de Bruyn, both of whom confirmed the ban.

It is understood that English television executives were reluctant to gag Mr Rogers. "I know Mr Knoo-Grant is not at all happy about what has happened," said a TV source.

"The staff believe there was pressure on him from Mr De Bruyn and even the board itself."

A protest is expected to be lodged with the SABC board next month by the executive of the SABC Staff Association, of which Mr Rogers is still president, despite attempts to oust him by Verterpampie employees.

The association's vice-president, Radio Today interviewer Will Bernard, confirmed that the executive have a routine meeting with the board on August 8 and that the Rogers issue will be "one of the things" it hopes to raise.

Commenting on the ban, Mr Bernard said: "I view it with utter despair and I know that most of our members — well over 50 per cent — share my feelings."

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618179

They are allegedly involved in a R1,6 million deal to help a foreign company import television sets.

It is alleged the com-

After extensive investigations the Rand Daily Mail has established that:

Neu. S. Walt

Mev. S. Walters
Professor F.A.H. Wilson

Professor J.L. Boshoff
Dr Sheila T. van der Horst

sake wat die Sentrum se program raak

A. Mobiliteit en Politieke Verandering in Suid-Afrika

'n aantel tydelike navorsings-

● A document which set the terms of the deal and named the six prominent businessmen was found at

is now living in England.

© Mr Abramson was paid \$100,000 after a legal wrangle involving

5

Police and Reserve Bank officials questioned a Glen Aull official and documents relating to the

Mr Abramson said he had "definite" knowledge that part of the R1.6 million was to be paid to

2227

According to Mail sources, other amounts payable to Mr Abramson by the foreign company

According to a spokesman for the foreign company — whose subsidiary exported TV sets

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Professor J.L. Boshoff, ere-Fellow van die Konstruktiewe

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Nepende Wêreldkongres van Sosiologie, Uppsala, Swede.

van Suid-Afrika (Augustus)

20
526
16/2/77

Established, the Minister of Posts and Telegraphs, Mr. Hennie Smut said yesterday.

Friends (Qalews) en voor die Caribian Friends of the Committee deurgangte. My het h. aandoen (horreer) verskillende dele van die land by aanloot, baie v. "Lagesprek en senior temas van die Car Corporation, van Community Relations Services, v. representant van diens van die Amerikaanse v. in die Caribian Friends Service Committee en b. stude van Amerikaanse universiteite, te besook.

Mr. Smith said the channel had been approved in principle last year and now it was to be given top priority rating.

He said there would be a three-hour service daily but that the period would be extended at weekends.

Mr. Smit also announced that \$750 million would be spent on telephones for blacks in the next decade.

"There had been a spectacular rise in the demand for telephones by blacks and they would have the most up-to-date exchanges," - SABA.

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(b) Konferenzen

Gedurende 1978 het die Direkteur die volgende konferensies bygewoon:

Maatlike Konferensie, Nasionale Uitvoerende Komitee- en Raadsvergadering van die Suid-Afrikaanse Instituut vir Rasverhoudings Kaapstad (Januarie).

Wid-Afrikaanse Jaarlike Vergadering van die Religious Society of Friends, Stutterheim (April).

tegende Wêreldkongres van Sosiologie, Uppsala, Swede.
Verhandeling voorgelê in Werkgroep 6 en vergaderings-
bygewoon van die Raad van die Internasionale Sosiolo-
giese Vereniging as die amptelike afgevaardigde
van Suid-Afrika (Augustus).

c) Ander lede:

Mr K. Bosman
Professor A. Cupido
Mr N. Daniels
Mr M. de Vries
Professor R.J. Davies
Professor J.M. Egenaar
Mr H. van der Horst
Mr R. du Plessis
Professor J.J.F. Durand
Professor J.B. du Toit
Mr A. Esterhuysen
Professor B.F. Fougale
Mr G.L. Grovum
Mrs P. Johns
Professor A. Paul Maree
Mr C. Nel
Mr G. Oosthuizen
Mr G. Jacobs

(f) Two Fellows:

Professor J.L. Goshoff
Dr Sheila T. van der Horst

Dele word na die Algemene Jaarvergadering van die Nasionale Kerkraad in 1978 gehou en die Kerkraad se Jaarverslag word in 1979 uitgegee. Die Jaarverslag word in 1980 uitgegee.

NAVORSING

Wiedurende die verslagjaar het die navorsing van die Sentrum die volgende behels:

A. Mobiliteit en Politieke Verandering in Suid-Afrika

The lean years are over for manufacturers

THE PRICE of television sets is about to take off — in some cases by as much as 30%. As a result manufacturers are likely to reap an extra R20-million in the next year.

Consumers may find themselves paying at least 12 million more in the next 12 months, assuming a modest increase in the rate of retail sales. At the end of which sales have actually increased in the past few months. It seems the price of television sets could reach more than R130-million by this time next year — or almost double their takings last year.

Following several lean years in which some major manufacturers have had to clear large stocks held by the collapse of growth in the market, the initial surge in demand, the stockpiling is now virtually eliminated.

The situation is thus in a position to start moving back towards the level that obtained when TV was first introduced in South Africa.

In turn, this must encourage retailers to up their prices, which have in many

Price of TVs may skyrocket by 30 percent

By STEPHEN ORPEN

cases included little or no profit margin during the recent price war and sales slump.

Barlows TV chief John Turner says his company has already raised prices to the extent of some 15% and expects to add another 15% in coming months.

This will lift the trade price for a 60 cm screen colour set, for instance, to around R775, or more than these sets are currently fetching in some major retail outlets.

Major retailers will vary their pricing policies. Some of the big chains, like OK Bazaars, which accounts for the largest single portion of all retail sales, will attempt to keep their prices as low as possible in line with their possible and policies of using TV sets as a customer draw-card rather than profit-spinners.

But even the OK will have to allow for the extra money it will have to pay the trade. Meanwhile, sales of both TV sets and white goods have been gathering momentum.

According to both Mr Turner and Tedelux's Jack Cohen, the increase in TV sales may be partly explained by anticipation of coming price hikes.

But the almost parallel rise in white goods sales — which now seem sure to top R375-million this year — suggests a simple upswing in consumer spending may also be building up steam.

All the Big Four TV manufacturers — SATV, Philips, Barlows and Tedelux — agree that the past three or four months have produced an average increase in sales of 10% or more.

OK Bazaars is reported to have turned in its highest TV sales for any month since 1978.

Barlows also enjoyed a strong market, selling some 5 000 units, equivalent to the whole industry's sales of colour units only three months back.

Suid-Afrikaanse Jaarlikse Vergadering van die Religious Society of Friends, Stellenbosch (April).

Nedenda Afrikaanse Kongres van Sosiologie, Uppsal, Swede. Verhandelings van die Afrikaanse en Engelses byeenkomst van die Land van die Oos- en West-Logiese Vereniging as die amptelike afgevaardigde van Suid-Afrika (Augustus).

This was partly due to exports to Israel, which has taken several thousand units now. Sales of all colour sets now appear to be under a million a month and sales of monochrome sets above 2 000.

While Tedelux and the other major manufacturers have followed Barlows with wide-ranging price increases, they are cutting out special deals and also expect prices to rise substantially in the next six months.

A new mini-boom in sales is expected to grow from the introduction of a second TV service in 1981 and from sales to blacks as electrification of townships proceeds.

Meanwhile, nobody on the selling side seems worried about the possible breaking of the fact of rising prices in the short-term.

It is unlikely to stop the underlying trend towards increased sales, they say, and even if it does, there's no doubt that the TV industry will suffer as high-earning firms can be sold by both as circumstances require.

For Tedelux, busy moving to a new factory at Atlantis, on the Cape West Coast, a breathing space could even be welcome.

7 Steer
28/8/99
326

The project, unveiled at BBC-TV Centre, makes use of already developed technology as well as planning for a computerised future with "instant" sub-titles or a running synopsis available at the flick of a switch.

The first stage uses the BBC news service, Ceefax. This is a device which attaches to an ordinary TV set. "unscrambles" televised codes and pro-

Ceefax, which anyway provides printed rather than spoken news in its everyday presentations, may be bought in Britain for about R400, or rented at about R4 a month.

A BBC spokesman said the Plantype has been linked to a visual-display unit via a computer programmed with hundreds of thousands of words and that "one day, fairly soon," it would be possible to provide steady, instant sub-titles for live broadcasts.

Die program van die Sentrum staan onder die toosig van 'n Akademiese Advieskomitee wat in 1978 bestaan het uit die Direkteur (Voorstec), die Prinsipal van die Universiteit van Kaapstad, sir Richard Luyt, die Adjunk-Prinsipal

AKADEMIESE ADVIESKOMITEE EN RAAD VAN BEHEER

die hoofrol van die Sentrum is om navorsing na die onderlinge groepsverhoudinge in Suid-Afrika te bevorder en te lei, in die besonder oor verhoudinge tussen rasse- en taalgroepe.

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kampus, waar ons gedurende die laaste vyf jaar gehuisves was, ontgroei. Daarom is ek besonder dankbaar vir die ekstra ruimte wat ons nuwe kantoor in die Leslie Social Sciences Building op die Groote Schuur Campus aanbied.

Ek wil weeten de Carnegie Corporation en de Algemeen Nationaal Bureau van de Gereformeerde Kerken van Nederland bedank 'n halie Rulle ondersteuning van die Konstruktiewe Program wat ons in staat gestel het om meer films te verskaf en te versprei. Ek wil ook prysroepers van die ondersteuning deur plaaslike skolems, films en truis nou, kort nadat die Program gestel is. Rulle help het versprei omdat om ellike publiskas gratis te verskaf omtrent almal wat in die bevordering van 'n oop samelewing belangstel.

Ten slotte is dit met innige genoeë dae ek my verpligting teenoor die ere-navorsingsbeamptes van die Sentrum vir hulle bydraes tot die navorsingsprogram, boekstaf en teenoor die personeel vir die wyses waarop hulle hulle pligte gedurende die jaar uitgevoer het.

December 1978

Hendrik W. van der Merwe
Direkteur

15

Blacks may get cheaper TV sets

Political Correspondent

The Government is to hold discussions with the TV industry about bringing sets within the financial means of blacks.

The Minister of Posts and Telecommunications, Mr Smit, said this last night when he announced the decision to introduce a second TV channel for black viewers as soon as

possible before January 1982.

Mr Smit said the service would initially be for three hours a day on weekdays and six hours a day on Saturdays and Sundays. Broadcasts would be alternately in the five main black languages.

The SABC expected the services to make a big

contribution to the educational and cultural upliftment of black people, and also stimulate their great interest in sports.

To bring sets within the financial means of blacks, discussions would be held between the authorities and the industry in the near future, Mr Smit said.

JANVENSILAC
1978
SENTRUM VIR INTERKROEPSTUDIES
(geeregistreer as The Abe Bailey Institute of
Inter-Racial Studies Limited
(Beperk deur Garansië))

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Groote Schuur Campus

Telefoon: 65-4145; 69-8531 uitb. 766

INLEIDING

Gedurende die eerste negte jaar van sy bestaan het die Sentrum vir Interkroepstudies gereeld 'n jaarverslag oor sy werksaamhede gepubliseer. Om die Sentrum se 10de verjaardag op 1 April 1978 te vier, is die jaarverslag in 1977 vervang deur 'n oorsig oor die Eerste Tien Jaar.

DIE OORSPRONG EN DOELSTELLINGS VAN DIE SENTRUM

Die Sentrum word grootliks gefinansier deur die Abe Bailey-Trust wat ingevolge die testament van Sir Abe Bailey gestig is. Dit is geregistreer as The Abe Bailey Institute of Inter-Racial Studies Limited (Beperk deur Garansië) - 'n maatskappy beperk deur garansië en sonder 'n aandele-kapitaal, kragtens die Maatskappijwet 1973 (Wet No. 61 van 1973).

Television is coming in from the cold

326 DD
30/8/79

EAST LONDON — South Africa's ailing television industry is on the mend. Manufacturers who have survived a two-year lean spell, report, that disastrous stock holdings of December 1978 have been substantially reduced and some have given warning of price increases early next year.

According to the latest South African Television Manufacturers Association statistics, the national stockholding on television

sets at the end of July was 60 000, some 40 per cent down on December 1978.

Mr Mike Bosworth, managing director of South African Television Manufacturing Company in East London, says attrition in the industry will continue for some months with weaker brands continuing to offer sets at dumping prices in a desperate effort to survive.

"By the end of the year, however, I see only four

brands remaining in the market. Stockholdings will have been reduced dramatically as the weaker brands drop out completely and the industry will then be in a position to slowly get prices back to realistic levels."

Mr Bosworth says some manufacturers have emerged stronger than ever from the long "price war" that has afflicted the industry.

"We recognised early on that the industry was heading for a period of attrition and tremendous price pressures. We concentrated on promoting the good name of Telefunken and held our 40 per cent share of the market — with only eight per cent of the national stockholding. Some brands have been grabbing temporary slices of the market by retailing large screen colour sets for as low as R599 compared with about R1 100 when television was launched five years ago."

Now that the industry is showing signs of settling down in the early 1980s, Mr Bosworth hints at a minimum five per cent price hike.

"I don't believe we can initially go much further than that as the consumer will naturally find it hard to accept that he has benefited from a chaotic over-supply situation. South African television receivers are certainly among the cheapest in the world today." — DDC.

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Black 326 TV by DD 1982 30/8/79

PRETORIA — A television channel for blacks would be introduced as soon as possible and not later than January 1, 1982, the Minister of Posts and Telecommunications, Mr H. H. Smit, said in a statement released here last night.

The government had taken the final decision to request the South African Broadcasting Corporation to introduce a second television channel, for blacks, the statement said.

The proposed service would initially be televised for three hours a day on weekdays and six hours a day on Saturdays and Sundays. The five main black languages would be alternated, Mr Smit said.

He trusted the service would be of great value in the educational and cultural enrichment of black people and would also stimulate interest in their own sporting activities.

In addition it would possibly create vast opportunities for industry in coping with the expected increased demand for TV sets at reasonable prices.

Talks between government instances and industry would soon be held on producing TV sets at prices within the financial scope of blacks.

The SABC said last night the government would contribute R36 million to finance the new service. The balance would come from extended advertising. Permission has been given to increase advertising time on TV from five per cent of viewing time to 5,75 per cent. — SABA.

DIE OORSPRONG EN DOELSTELLINGS VAN DIE SENTRUM

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JAAVERSLAG
1978

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INLEIDING

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Blacks will give TV trade shot in the arm

Sun Tribune
9/9/79
326

By TONY HUDSON, Finance Editor

THE television manufacturing industry, which has been languishing in the doldrums, is to receive a massive shot in the arm when the SABC-TV starts transmissions for blacks.

However, manufacturers must do their homework properly if they wish to avoid the pitfalls of overproduction in a saturated market, as happened when TV was first introduced and then when portables first came on the market.

Estimates of just how many sets the black market will consume vary widely, ranging from a conservative 60 000 during the first year of the service in 1982 to over 300 000.

And until firmer projections are made and more market research is done, production planning will have to wait.

One thing is certain: The market is there and so is the buying power to take up sets at current prices. Indications are the main mover will be monochrome sets, which sell for about R400.

And SATV's Mike Bosworth feels this is in easy reach of many black consumers.

"About 80 000 radio consoles, costing around R500, are sold to blacks each year, and there is no reason why this kind of money will not be spent on TV sets," he said.

But colour will eventually penetrate the black market. Industry sources say that as whites begin to replace their sets, they will be reconditioned and sold as second-hand sets to blacks.

There is no indication what the price range will be, but there is no doubt that they will be priced within easy reach of the black consumer.

TV's loss is mines' gain as Rogers moves

SATV's loss of Pat Rogers means a powerful boost to the Chamber of Mines Employment Bureau of Africa — which claims an audience of 75 000 workers for its in-house TV and cinema services.

Rogers will be heading production and planning of visual services for one of the best-paid communities in the country.

As Nick Holdsworth of Bates points out:

Each of the 75 000 is paid about R147 a month, and



© TV's Pat Rogers
... boost for mines

fed, housed, clothed and transported free as fringe benefits.

'Five years ago, mineworkers were only just ahead of agricultural labourers as the lowest-paid of SA workers.

'Today, taking into account their 'perks', they rank among the best paid.

'When they return to the homelands as decision-makers and opinion leaders in their families, they will pass on their acquired sophistication and new-found needs, says Holdsworth.

The Chamber of Mines makes advertising space available in various media. They run entertainment



programmes which include cinemas at 48 mines, 24 collieries, 12 power stations and the Modderfontein dynamite factory.

Cine ads are available at R625 for a full cycle of 329 screenings, which works out at R1.81 per thousand.

Closed circuit TV is available at some of the mine hostels, carrying two programmes a week of approximately two hours each. Programme content includes newsreels, SATV films and short features. The rate is R2 a thousand for a 30 second commercial.

Recruiting vans tour the homelands, showing films, and ad time is available at R200 a month for a 30 second commercial.

The chamber also publishes 'Mining Sun', a fortnightly newspaper circulating mainly in the OFS gold fields, northern Natal and the western and southern Transvaal. Ad rates are R1.70 per single column centimetre with full colour for another R210.

What do you think, copywriters and art directors?

□ □ □

MARKINOR must be able to claim some sort of record for the blur of speed



© David Jones has joined Concept Communications as an account manager. Jones has worked with Errol Fyfe public relations and started his marketing career with 3M SA.

with which it recently handled an urgent survey.

Required: 800 interviews in metropolitan areas.

© Monday: Questionnaire prepared, typed, run-off and air-freighted to the various centres.

© Friday: Interviews finished, questionnaires back in Johannesburg.

© Following Monday: Input ready for punching.

© Wednesday: Final report written and typed!

... be affected by the existence of a gain on disposal of a division of the company, all of which was taxable, financial year?

answer to 3. change if the R70 000 is now a loss, which can be set off against the taxable other sources of R50 000? Draw up the statement assuming the deferral method is used.

Example 4, assume now that the company has a set depreciation of R60 000 in 19.8.

Prepare a statement for the 19.8 financial year showing the liability method

D) Deferral method

Assume the tax rate remains 42%

Terrorists or guerrillas: isn't it time TV woke up?

326/
S/Express
14/10/79

QUE

DEF

A.

WITH Lancaster House the political focus this week, I wonder is it not time the SABC re-examined its dealings with Messrs Mugabe and Nkomo?

Last Sunday Mr Pik Botha, in what must rank as his most impressive interview on our TV service, made it crystal clear that a settlement was in everyone's interests and such a settlement would have to take in the Patriotic Front.

1.

So the time may not be far off when leading members of the PF become part and parcel of the establishment in Zimbabwe-Rhodesia — in which case it might be a trifle difficult (or unwise) for the SABC to continue referring to them as "terrorist leaders".

2.

It is no secret that "terrorist" Mr Nkomo has long been regarded by many (including Mr Ian Smith) as the man they would prefer to see take over the government. I have even heard him called the White man's hope.

3.

A terrorist is a person who wreaks terror on innocent non-combatants — in which case there are certainly more terrorists around than is desirable. A guerrilla is a person waging war for a political cause. The Zanla and Zipra armies obviously contain both guerrillas and terrorists.

4.

However interesting de-



bate on these two concepts, it is not really necessary to continue it every night on the news. I would have thought, with an eye to the future, it would be infinitely

TV short

Rows of people opening and shutting their mouths, however tunelessly, do not make good television. How many more choirs do we have to endure?

better for SABC to drop both tags and refer only to the Patriotic Front (or Zanla and Zipra) leaders.

And in the meantime, although the two men represent much that is abhorrent to many, should they also not receive the same treatment as other names on the News — that is, the simple prefix Mr in front of their names? This is only professional.

5.

Further to Note 4, assume now that the company has a set profit before depreciation of R60 000 in 19.8.

Draw up the income statement for the 19.8 financial year under a) liability method

b) deferral method

Assume the tax rate remains 42%

have always wanted to visit — Pofadder.

An excellent idea, with scope for even more fascinating forays into our plateland — there's NababEEP still waiting to be discovered, for example.

But please let us have such exquisitely named places treated with deference, not with the barely disguised giggles that were Pofadder's lot. I found the whole item unnecessarily condescending in its attempts to be funny.

Our neighbour, who was born, brought up, and married in Pofadder, shares my views. Bessie, one of the most delightful and elegant ladies I have met, who among other attributes can imbue a pair of khaki pants with the style of a couturier's model, felt the film was far too contrived.

"Pofadder is a funny place," she said, "but we don't have to be told when to laugh."

I am all for Countrywide's often whimsical treatment of newsy items. A little more levity is sadly needed on our

vision of the of which was taxable,

er to 3. change if the R70 000 is now a which can be set off against the taxable sources of R50 000? Draw up the income statement assuming the deferral method is used.

TELEVISION

3/1/81 - 31/12/81

SABC shelves Devil's Peak plan

Environment Reporter

THE controversial SABC radio and television complex planned for a site on Devil's Peak is likely to be delayed and might even be re-evaluated as a result of the introduction of a black television service for South Africa.

The SABC's director of administration in Johannesburg, Mr Gert de Bruyn, said it was not possible to complete plans for the Devil's Peak project because of other more urgent priorities.

Technical committee were reviewing budgets and the SABC's architectural staff were fully committed to the planning of the second phase television service.

'For these reasons there will be a delay while the whole project is reviewed in the light of present circumstances,' Mr de Bruyn said.

However, the SABC was not abandoning Cape Town and would get back to the project as soon as possible.

The Cape Provincial Administration last year gave the SABC permission in principle to plan the complex in spite of objections from Cape Town

City Council, the Cape Institute of Architects, the Institute of Town and Regional Planners and Cape Town Chamber of Commerce.

GO-AHEAD

The go-ahead was given after the administration reversed an earlier decision refusing to rezone the site for the SABC.

The SABC had decided to go ahead with the project and appointed a Cape Town architect and urban conservationist, Mr Gawie Fagan, as a consultant.

The SABC and Mr Fagan have given an assurance that the complex would not be damaging to the environment.

But a panel of experts appointed by the administration has warned that the complex would change the face of Table Mountain.

TV SET MARKET

Encouraging picture

A healthy improvement, but not exactly a boom — that is the outlook for the TV manufacturing industry this year. The sale of sets has gathered slow momentum since the drastic drop in 1978 — from 150 000 to 180 000. A further 9% increase is expected in 1980 with the sale of a guesstimate 200 000 units. "The market bottomed out in 1978. We're definitely not back in the heyday of 1976, but sales are steady and reliable," says Tedelex's Jack Cohen.

Manufacturers and retailers are optimistic about sales during the early 80s. The stocks overhang left after the initial surge in demand has been cleared and manufacturers are struggling to keep up with supply demands. Says Visionhire's

MD, Terry Long: "Manufacturers are living from hand to mouth — they can't deliver to us."

Dave Mitchell, Marketing Director for SATV Manufacturers, agrees. "We've ended the year on a healthy note."

Considerable rationalisation within the industry has cut over-capacity and ensured a tighter control on supply and demand. Only eight of the original 15 brands remain on the market. They are Sony and Blaupunkt (Tedelex), Telefunken (SATV), National, Barlowvision and Futronic (Barlows), Salora and Philips.

Barlows has updated the larger CN471 National set and ITT has closed down its Supersonic factory. In the rental business, Teljoy and Visionhire are considering a merger which will ensure them 45% of the total market.

A number of new developments are also contributing to the bullish swing in sales. The single licence compensation for owners will "motivate people to buy a second smaller set," says Mitchell. Sellers in the market all agree that a R36 licence on a R170 set has restricted the sale of portables.

Although the replacement factor won't push sales up significantly until 1982, Theo Rutstein of Teljoy says it is contributing to the upswing in sales. "There's been a 300% increase in the number of tube failures. Replacements are being considered instead of repairs."

Mitchell adds: "A lack of knowledge and a shortage of stock limited consumers five years ago. They've become more selective and are discarding the troublesome sets."

A significant breakthrough into the black market isn't anticipated for at least two years. "Blacks are ready to buy sets now but the lack of electrification is a drawback," says Mitchell. He says the introduction of a second channel will be an added incentive.

SABC is to extend its transmission by



TV retailing . . . replacements considered instead of repairs

six hours in April. Retailers on the whole don't anticipate this drawing new buyers. However, Rutstein says sales are slightly affected by programmes with popular appeal.

- (iv) Proportional Mortality, accounted for by specific conditions.
- (v) Expectation of Life. This was calculated both at birth (e_0) and at 45 years of age (e_{45}) for both males and females. It expresses the average number of additional years an individual would be expected to live beyond birth and 45 years.

For Africans, the proportional mortality was the only index calculated.

RESULTS

The infant mortality

by 1970, this figure had decreased to 15.7%, indicating that the whites had improved disproportionately to the 'coloureds'. Similarly, for children 1 to 4 years of age, during the period 1941 to 1970, the white mortality experience as a percentage of the 'coloureds' had decreased from 15.2% to 7.1%. It should be noted that the 0 year age specific death rates are higher than the corresponding IMRs. This is because the denominator for the former is the number of live births whilst for the latter it is the mid-year populations under one year of age.

Fig. 4 provides an indication of the proportional contribution of selected causes of death to the overall mortality experience of the white, 'coloured' and African communities.

During the period 1929 to 1970, the whites have shown

of mortality which infectious diseases are increasingly 'coloureds' and deaths caused by mortality which i whilst the 'coloureds' whites and Africa Africans than it

What is of partic 'coloureds' is the developed and the Table II which pr contributing to the form of cause spe though cardiovasc small proportion indicates that the similar for both

THE SABC will pay more than R1 m for the Devil's Peak site which it bought last year for its Cape Town TV complex because the corporation has to pay a special enhancement levy on the site to the City Council. This enhancement levy arises from the increased value which the 4.8 ha site acquired when it was rezoned to permit the development.

The municipal valuation is R38 400. When it was sold to the SABC in July last year the price was a staggering R988 370.

Appraisers told the Cape Times that this worked out at R20 a square metre and they considered this very expensive for undeveloped land. One appraiser said he did not think the site was worth much more than R200 000.

In addition they pointed out that the SABC could have bought cheaper land on the Cape Flats or even at Epping. Flat ground would also be cheaper to develop.

Originally the site was zoned for private open space but this was changed to 'private open space, special broadcasting purposes' in January last year. This rezoning increased its value and the SABC bought the site for R988 370.

Mr Stan Evans, the deputy town clerk of Cape Town, said one of the conditions attached to the rezoning was that an enhancement levy would be applied. This meant that the owner of the site would pay 50 per cent of the increased value which resulted from the rezoning to the City Council.

The amount of the enhancement levy had not yet been

determined but it could be considerable.

The appraisers told the Cape Times the levy might be more than R200 000.

The levy is usually paid by the owner of the site at the time of the rezoning. The former owner, Mr W T Wiehahn, did not want to discuss the matter with the Cape Times.

"I don't deal with these things. I leave the financial matters to my accountants," he said. He declined to say who his accountants were.

The SABC director of administration, Mr Gert de Bruyn, confirmed that the corporation would be paying the enhancement levy but he said that this was normal.

He also denied reports that the SABC was shelving its plans for the Devil's Peak complex and said "You don't pay out that much for a site and then shelve the plans".

Mr De Bruyn said planning for the complex was continuing but it did not enjoy the highest priority. The top priority was the black television service where the corporation was working to a deadline.

The municipal valuation of the Devil's Peak site is based on 1971 property values and a new valuation, taking into account the new zoning, will have to be made and adjusted to 1971 values. The amount the SABC will pay as an enhancement levy to the City Council will be half the difference between the valuations.

The new valuation will be strongly influenced by the price the SABC paid for the site as this can be regarded as an indication of market value.

SABC to pay R1 m for Devil's Peak site

By TONY ROBINSON

The imbalance between the age specific mortality rates of whites and 'coloureds' has improved or remained constant for persons between the ages of 5 and 64. However, for children less than 5 years of age, the gap between whites and 'coloureds' is widening. In 1941, white children under one year old experienced 28.0% of the mortality of 'coloured' children;

Clearly, the broad diagnostic categories used in this analysis conceal a certain amount of information. However, because of the changes in disease classification which have taken place since 1929, it is not possible to examine the temporal changes of mortality rates in greater detail. Disease categories with rates greater than 5/1 000 appear in italics in Table II. It will be noted that the mortality experiences of the 'coloureds'

8/11/80 (326)

(326) RDM
4/3/80

Work starts on black television

Staff Reporter

MORE than 50 people have started a three-month training course for black radio and TV.

Preparation for the first courses has taken a long time because additional instructors had to be appointed and intensive research was done on modern training methods.

"People will be trained as directors, production assistants, light operators, and for sound and film camera work.

Researchers, writers, translators, scenario-writers and typing clerks will be appointed," said Mr Theuns van Heerden, director of TV2.

The official screening would be three hours a night — the precise hours being decided at a later stage.

There will also be three additional hours on Saturdays and Sundays and two news broadcasts each day with the exception of Sundays.

The news broadcasts will begin at 7pm and will last for about 10 to 15 minutes and at 9pm, lasting approximately 25 minutes.

Broadcasting hours will be divided on a 50-50 basis between the Nguni and Sotho language groups. There will be an epilogue of about five minutes each day and a studio service on Sundays.

Fifty documentary films have been ordered and one serial with 26 episodes in Zulu, one with 13 episodes in Xhosa and one with 13 episodes in Tswana.

TV time ⁽³²⁰⁾ to go up ^{CDM} 6 hours ^{2 1/2} a week

By IAN REID
TV Editor

FIFTY years and a day after television made its first public appearance, SABC-TV is increasing its broadcasting output by six hours a week.

It was on April 1, 1930, that the Rand Daily Mail quaintly informed its readers: "A new chapter in the history of wireless development was inaugurated today by the simultaneous broadcast of sight and sound on BBC 'twin' transmitters, as a result of which wireless artists were seen as well as heard for the first time in any country."

Today the "Mail" informs its readers that from April 1 the new hours of viewing time on SABC-TV will be:

- Mondays to Thursdays 5.30pm - 11pm;
- Fridays and Saturdays 5.30pm - midnight;
- Sundays 4.30pm - 10pm.

The corporation is also introducing an additional news bulletin which will be broadcast about 10.45pm.

It is also considering screening Sunday evening movies. These, however, will NOT be Westerns or detective stories — but will rather be of the more serious nature.

Some new series will also be making their appearances in April. On Tuesday April 13, a new "Dallas" series begins.

Other new English programmes include, "Danny Cat", a children's series promoting road safety and a puppet animation series, "Clangers".

For late night viewers there is a variety series with the artist Jack Jones, alternating weekly with a season of English drama which will continue until October.

A season of film classics is scheduled for later in the year.

On Saturdays, from April 12, we will be seeing another series of six programmes of the Los Angeles police lieutenant "Colombo".

The first feature film in April will be "Cabaret" with Liza Minelli. The "Dick Cavett Show", an American talk show, will end the evening's transmission.

On Sundays English late night viewing will include programmes on travelling and selected dramas. To follow will be music for the connoisseur.

When the English service starts the evening's viewing it will include a series of Country and Western music called "Gentle on my Mind".

After this comes a music quiz and a new series of "Little

TELEVISION

Watch now, pay now

Visionhire has introduced a new television rental scheme in preparation for Channel 2 and the expected surge in black TV interest. In SA the TV rental market has been relatively small to date. Only 80 000 of the 1.3m sets in use are rented.

Pay-n-View TV, directed exclusively to the black market, allows customers to rent a set, with a cashmeter box, for R18 a month. Colour sets may be rented for R30.

By slotting 50c into the cashmeter, viewers can watch for two-and-a-half hours — the idea being that meter takings will go towards paying the rental. A full month's viewing (150 hours) would cover the costs of a colour set.

Ordinary monochrome sets can be rented for R10.50 a month but, says Terry Long, MD of Visionhire, the Pay-n-View rental includes a licence, provided by Visionhire, comprehensive insurance, an indoor antenna and a trolley for the set.

The meters are imported from the UK at a cost of R35 and, Long says, are easily wired in. Local manufacturers can't cope with the demand at present, but this could become feasible should the system get off the ground.

Philips sets, which account for 90% of Visionhire's rented sets, are the only sets being modified.

Long points out that the system is widely used in Britain. "For lower income families it's an economical way of enjoying a TV set. The money for each month's rental is assured — and collected."

He adds: "There's also the potential to make money out of renting a set by charging friends who share the viewing time."

The industry is looking at the new scheme with interest. Colin Kruger, MD of Nationwide, says any development is good for the industry, but he's still sceptical. "Rental has never, and will never, take off in this country. Tax allowances in the UK allow firms to rent their units much cheaper."

Another factor, he says, is that South Africans tend to be ownership orientated and are less open to rental schemes.

But Visionhire is marketing the new idea cautiously. "We're being very selective about who we rent the sets to. We

want to ensure our returns," says Long.

He says, without revealing details, that the response since the project was launched in January has been good. "We have a few hundred out already and this will ensure our foothold in the black market."

"But," he adds, "I don't think the effect on the market will be astounding. There's been a fair black response to the general hire market and Pay-n-View won't change this drastically."

○ Visionhire SA's parent company, Electronic Rentals, has agreed to buy out 70% of the shares currently held by Nedbank, Nedbank companies and Philips. This take-over will replace the Visionhire and Teljoy merger (FM November 23 1979) which has finally fallen through.

Electronic Rentals, the second largest TV rental firm in the UK, hold 25% of Visionhire. To date, it has controlled the local company through a management contract.

Nedbank and Nedbank companies hold 51% of Visionhire's shares while Philips holds 19%.

2/6/80 M445

Hendricks quits TV

Religion Reporter 326

Religion Reporter

THE former head of the Methodist Church and the church's Cape district chairman, the Rev Abel Hendricks, has announced his withdrawal from the SATV programme Epilogue on the grounds that it will not allow a full proclamation of the Gospel.

All four black ministers who participated in Epilogue in English on TV have now withdrawn. The others are Bishop George Swartz (Anglican), Bishop Stephen Naidoo (Roman Catholic) and the Rev Howard Eybers (Presbyterian).

Dr Alan Boesak, theologian of the Ned Geret Sendingkerk, has called on black ministers to withdraw in the same way from the Afrikaans programme.

Mr Hendricks said today that Mr Bill Chalmers, head of English religious broadcasting, had edited certain phrases and words in the script of his Epilogue address of January 27.

FULL GOSPEL

'If these gave offence to SATV, then it is time to resign myself to the fact that the full Gospel of love and reconciliation cannot be preached through the medium of television in this country.'

No minister of the Gospel could allow himself to be compromised 'by a television system which so closely aligns itself to apartheid.'

For example, when I first decided to broadcast I had to come to terms with the fact that SATV does not invite African ministers to participate. The head of the Methodist Church is the Rev Andrew Losaba, who is African.

'I would now accept that I may have erred in deciding to appear on TV in the first place.'

Mr Hendricks said he could no longer reconcile himself to participation in a system based on apartheid.

'Apart from this, I am a member of the black community, which has suffered and is suffering discrimination.'

'The Christian Gospel calls on me to identify with those who desire peaceful change and reconciliation, rather than with a TV system which has so often ignored the plight of the countless numbers of God's people who suffer because of a political ideology in this country.'

MINISTRY

His decision to withdraw had been taken after prayerful thought. But he had to exercise his Christian ministry in the manner in which God had called him to.

All three other ministers said also that Epilogue was unchristian in its very format and in disobedience of Christ's command to 'go forth and make disciples of all nations.'

TV preachers compromised — cleric

(325)

3/6/80

ARLUS.

Argus Correspondent

JOHANNESBURG. — Ministers of religion automatically compromise themselves by appearing on the SATV's devotional programme, Epilogue, the Rev Peter Storey, a leading Methodist minister and senior vice-president of the South African Council of Churches, said yesterday.

He was responding to the decision of the Rev Abel Hendricks, chairman of the Cape district of the Methodist Church of Southern Africa, not to appear on the SATV any more because it aligned itself with apartheid.

Mr Hendricks said that he had re-examined the script of his epilogue screened on January 27 and felt that if words and phrases used or sentiments expressed offended the corporation 'it is time to resign.'

Mr Hein Jordaan of the SABC.

TV public relations department said that, contrary to practice, Mr Hendrickse had not submitted a text for his programme. 'We were not entirely happy with the recording but allowed it to be broadcast.'

He said that a text had subsequently been received and when Mr Hendricks had been due to broadcast in August SATV objections to what he had said were taken up with the Rev Stanley Pitts, chairman of the South-West District Transvaal Methodist Church.

Mr Hendricks subsequently decided not to broadcast and said in a weekend statement: 'The full gospel on love and reconciliation cannot be preached through the medium of television in South Africa.'

Mr Storey said: 'We are automatically compromising ourselves by broadcasting with the SABC but I have weighed this against the fact that I have been able to preach the whole gospel and not an incomplete one.'

'I have had criticism from the SABC but it doesn't worry me. Nobody there is qualified to criticise the content of anything a minister of religion says during an Epilogue.'

'If anyone stopped me from saying anything I had planned for a sermon on television I would think very differently.'

NO TV unit for East London

(326)

EAST LONDON — This city, unlike Port Elizabeth, will not be getting its own TV broadcasting unit, due to the limited number of units to be used for TV2 at the end of this year, said Mr Eric van der Merwe, SABC's public relations officer in Johannesburg, yesterday.

Mr Van der Merwe said because of the high costs, eight units have been ordered for TV2. He said obviously not every centre in the country could have its own unit, as each cost in excess of one million rands.

"At this stage there will have to be sharing along the way," with Port Elizabeth receiving the broadcasting unit for the

Eastern Cape, he said.

Live coverage of major events in East London, King William's Town, and surrounding areas will be covered by the Port Elizabeth unit and no longer by units brought in from Johannesburg.

The basing of a unit in Port Elizabeth means smaller events will no longer have to be recorded by camera crews using hand-held cameras, for screening afterwards.

Mr Van der Merwe said if the Port Elizabeth unit was too busy to cover an event in East London, a unit would be sent from Johannesburg or Cape Town to ensure coverage.

— DDR

More fun(ds) through TV ads

GOOD news for SABC-TV viewers. As from April 1 this year things can only get better. There are going to be more commercials on the screen. Yesterday the corporation said that from April Fool's Day it would be increasing the air time for advertisements on SABC-TV by 0.75% (from 5.75%

to 6.5% — which is well below the world average). This means there will be 20 minutes more of commercials on the box each week. And if local viewers are anything like their counterparts in Britain, this can only mean good news. There, a recent survey showed that viewers found commercials more entertaining

than the programmes. Last year the corporation received R58.5-million in advertising. Because TV advertising rates are based on day to day screenings, plus prime times and language, corporation spokesmen were unable yesterday to estimate just how much money the extra 0.75% would bring into the coffers.

student of the degree course.
For the best final year
George Strachan Prize

R W Kohne
Fourth Year

B de Jong
Third Year

C S Jones
Second Year

J A L Chapman
First Year

course.
year of study of the degree
For the best student in each
Book Prizes
for the Building Industry
National Development Fund

BUILDING

M R I Ness
structure and design.
For the best project in
R Stubbs Award

J G Kirkman
design work.
best use of bricks in his
For the student who has made
S A Brick Association Prize

Miss M F J Sandilands
first year.
For the best work in
Mrs. Thornton White Prize

ARCHITECTURE (Continued)

TV crew to film episode in EL

(226)

23/11/81

EAST LONDON — TV producer David Hall-Green and a TV camera crew will arrive here on Saturday to film an episode in a new SABC TV series, Police File.

The programme will start on February 4, and was created to make the public more crime conscious and also to involve the public in solving crimes.

Mrs Ann Graham, the

superintendent of English programmes on SABC TV, visited East London yesterday in order to liaise with senior police officers here about the involvement of the Border Division in the programme.

A special pilot programme was shown to senior police officers at Divisional Headquarters yesterday. — DDR

D H Pryce Lewis

year.

For the best work in fourth
Osborn Prize

S A Read

For the best final year student.
General J B M Hertzog Prize

D H Pryce Lewis

For the best student of
David Haddon Prize
Architecture (or Quantity
Surveying) in the subject
of Professional Practice.

Miss C Tredgold

For the best woman student
Molly Gohl Memorial Prize
in third year.

P A Rappoport

For a student who has
satisfactorily completed
1st, 2nd and 3rd major courses.
Helen Gardner Travel Prize

P F Dunkley

Sixth Year

For the best student in :-
of Architects' Prize
Cape Provincial Institute

ARCHITECTURE

Call for independent broadcast body in SA

CAPE TOWN — Mr Lawrence McCaeny, a senior lecturer in the department of business science at the University of Cape Town, said in evidence yesterday before the Steyn Commission of Inquiry into the mass media that an independent broadcasting authority should be established in South Africa.

Such a body, he said, would invite independent television companies from the private sector to apply for the franchise to operate the transmitters in the various centres.

"The question we should be asking is: Is it socially and economically acceptable that the important new medium of television be left solely in the hands of the state — or should we be examining alternatives to monopoly broadcasting in South Africa?"

With the existing television service viewers are unable to exercise their right to choose, as there is no alternative to the SABC programming.

"This could result in a paternalistic type of service, with a 'chosen few' deciding what is 'best' for the viewing public, severely restricting viewer benefit and the natural development of the medium."

Mr McCaeny, formerly a senior lecturer in business science at the Newcastle Polytechnic in England, and before that a public relations officer for Rolls-Royce, said the advantages of an independent television system openly competing with the SABC were many. These advantages would include:

- A choice of programmes for viewers, promoting high standards of professionalism throughout the television industry;
 - Regional coverage ensuring that all the people of South Africa were provided for;
 - Greater flexibility and cost-effectiveness for advertisers in planning media schedules;
 - The incentive for smaller regional companies to advertise on television at preferential rates.
- Apart from the boost to the economy it would provide by permitting more companies to adver-

tise on television, employment opportunities would increase, many jobs being created not only for management and technicians, but also for artists, writers and others.

Mr P. H. Philip, a retired diplomat and a former member of the board of control of the SABC, said in evidence before the commission that the SABC's "editorial comment" which follows some of the news services on radio and television should be discontinued.

"Editorial comment involves taking sides in controversial issues," he said, "and while this is appropriate to a newspaper which is politically committed, it is not appropriate to the SABC, which should not be committed to any political party or philosophy."

A more determined effort should also be made to ensure that all parties to a controversy or political party were given time on the air or on the screen to state their points of view.

"At all times, and especially in times of national crisis, there must be at least one medium which enjoys the trust and confidence of the public as a whole, and which is regarded as being thoroughly objective in its treatment of controversial issues."

Mr Philip said the SABC's "Radio Today" as a programme, came closest to the sort of objectivity that he was advocating. — DDC.

Man accelerates to safety

WINDHOEK — A meat transporter driver narrowly escaped death after driving into a terrorist ambush about 60 km south of Ondangwa in Owambo, northern SWA.

The driver, Mr Festus Paulus, who was uninjured, said terrorists had opened fire on the vehicle from both sides of the road. He escaped by accelerating. — Sapa

For the best student of
David Haddon Prize
Literature (or Quantity)

Miss C Tredgold

In third year.

For the best woman student
Molly Gohl Memorial Prize

P A Rappoport

1st, 2nd and 3rd major courses.
satisfactorily completed

For a student who has
Helen Gardner Travel Prize

P F Duncley

Sixth Year

For the best student in :-
of Architects' Prize
Cape Provincial Institute

ARCHITECTURE

What wait!

"Actually 40 watts, old chap," the new Telefunken Deluxe TV set said with a superior air, adding considerably. "...whereas you blokes can only push out four to six watts.

You see there was this big group of people, the "The Oaks", watching people playing cricket and the new Telefunken was justifiably bragging it and his East London-based manufacturers, South African Telefunken Company (manufactured in London), had never just chalked up another highly significant "first".

The new model was unveiled to dealers in East London late last week and SATV are confident it is going to have a major impact on the market they are confident to spend a quarter of a million rand launching it.

The Telefunken set, made under licence in East London, first grabbed the headlines with the introduction of the Microtek model, which has 35 fewer parts than normal.

So, what's so special about the new set, apart from the fact it incorporates the Microtek chassis? SATV says it is the first television set in South Africa with hi-fi sound.

It has separate base and treble output of 40 watts compared with the normal four to six watts. Other features include a remote control unit that resembles a desk calculator, an automatic light sensor which adjusts picture brightness according to light changes; lighted phones and tape recorder system outputs; and facilities for video disc players, video recorders and a variety of television games.

In addition, facilities have been built into the set to accommodate such future developments as televote, video data or cable television.

What does all this mean to the man in the armchair? It means that in future it won't only look as if Pink Floyd, the Royal Philharmonic Orchestra are in your lounge — it will sound like it, too.

Saturday afternoon sport won't mean having

SA's first hi-fi TV set

to sit with the curtains drawn or, on a cloudy day, having to turn up the brightness. The automatic light sensor will look after that for you.

And the remote control unit allows you, among other things, to adjust the sound without having to leave your chair.

East London dealers were also shown a new range of portable cassette recorders that include a host of revolutionary new features.

Production managers

A border branch of the production managers' institute of South Africa has been formed in East London with the aim of fostering a career in production management. The institute offers a three-part diploma course and at present there are 17 final-year students and 20 second-year students attending evening lectures at the East London Technical College.

Subjects covered include cinematography, applied management, commerce and business, administration, industrial legislation, production costing, labour relations and economic analysis.

If you want more information you can contact the chairman of the Border branch, Mr Barry Clifton, at 423 828 (business) or the secretary, (home), at 23781 (business) or 55708 (home).

Westin Hotels

Western International Hotels, the hotel management company which runs Johannesburg's and its new Hotel, has announced Westin Hotels because "it is shorter, easier to remember and easy to use," according to chief executive Harry Mulliken.

The oldest hotel management company in America, Westin Hotels operates 55 hotels in 14 countries.

Founded as Western Hotels in 1930, it became

Western International Hotels in 1963 and in 1970 the parent company of United Airlines.

Philip Kotler

Sounds like a must for everyone involved in marketing. This part of the marketing strategy seminar which Prof Philip Kotler is to give at the Settlers' Monument in Grahamstown on April 27 and 28.

Currently professor of marketing at the University of Northern Iowa, Prof Kotler is recognised as one of the world's leading authorities on marketing.

The two-day seminar, to be given exclusively by Prof Kotler, will cover the marketing environment of the 1980s; strategic planning tools; marketing planning; competitive strategies; competitor analysis; international marketing tactics; and marketing audit.

The Grahamstown seminar takes the place of the seminar originally planned for Cape Town on the same dates and

delegates who booked for the Cape Town seminar can now register for the Grahamstown seminar, while other delegates who booked for other venues who would prefer to attend the seminar can transfer their bookings.

Cost per delegate is R280 which includes fees and luncheons, notes on the seminar and Prof Kotler's book, Marketing Management.

Any inquiries should be directed to Ray Sturmer in East London, phone 27350.

Teeve versus

There are numerous versions of the "On the Twelfth Day of Christmas" theme, including a "naughty" (sic) rugby club version first heard in the early hours of the morning at the Maseppa Bay pub.

The singer on that occasion was Spencer Deyell, member of an old Transkei family partying with friends in a hut around the Coffee Bay area.

Even if I could remember it can't repeat Spencer's version here,

but will pass on 'A Marketing Manager's Christmas Nightmare'.

It is an extract from a book of business verse written by Jeremy Hele, director of the Institute of Marketing Management until Jack Catterbuck took over running of the year. It begins:

On the twelfth day of Christmas my work load seemed to be twelve customers yelling, eleven meetings, ten graphs aching, nine new government

crises, eight management promotions, seven theme Four budget cuts, Five new assistants, Three sick brands, Two new campaigns, And a whole new market strategy.

Still on seminars, it's worth noting that Dr Richard Catterbuck, one of the top men in the world on anti-terrorist measures, will be the guest speaker "The business of terrorism" in Port Elizabeth on March 27.

Dr Catterbuck is well known in the academic world as many of his books are used in South African universities. His books are also used in the political science field.

An international authority on terrorism, Dr Catterbuck served in the British Army for 35 years before the title of Major-General.

An MA and Ph D, among others, he is now senior lecturer in international politics and international relations at the University of London in England. He has also lectured extensively all over the world and did a stint as an instructor at the United States Army Command General Staff College, Fort Leavenworth, where some of his students were South Africa's Minister of Defence, General Magnus Malan.

The Port Elizabeth seminar will be held at the Hotel and further details are available from Mr Brian Sinkins of Executive Seminars (Pty), phone 724-4536, Johannesburg.

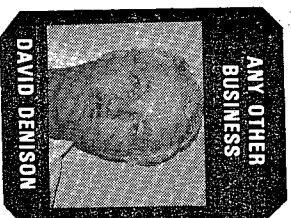
SAR annual report

Congratulations to the relevant South African Railways and Harbours department responsible for producing the SAR's latest annual report which landed on my desk last week.

Superbly illustrated, it is well set out, easy to follow and yet extremely comprehensive.

For anyone wanting to know about SAR, I would recommend you get hold of a copy.

Some statistics in the report which caught my eye included the fact there are 35 434km of railway line in South and South West Africa, the 1



DAVID DENISON

152-metre bridge over the Orange River at Bethulie near the Verwoerd Dam is the longest railway bridge in the country; the longest tunnel is the 6 km tunnel between Boshof and Cedara near Johannesburg. It takes an average 856 minutes a day; that total revenue for the 1979-80 year was R3 696 477 945 and total expenditure R3 585 469 805.

Income tax guide

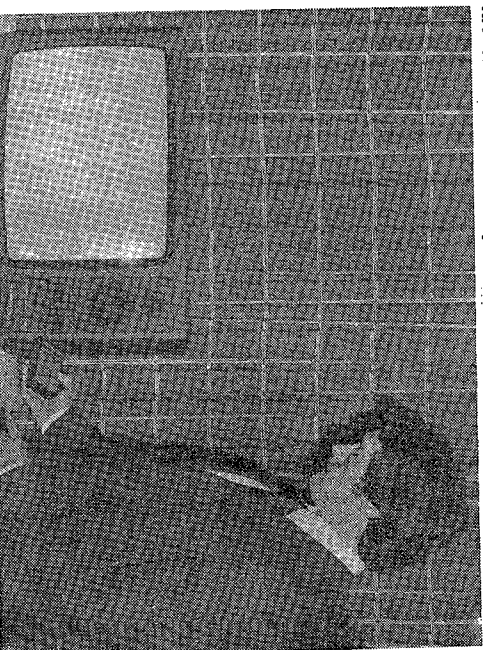
A completely revised edition of the Old Mutual's Income Tax Guide has just been published and should have wide appeal.

In a clear and practical way it unravels in layman's language everything you ever wanted to know about income tax but were afraid to ask, including chapters on understated profits tax, donations tax and estate duty.

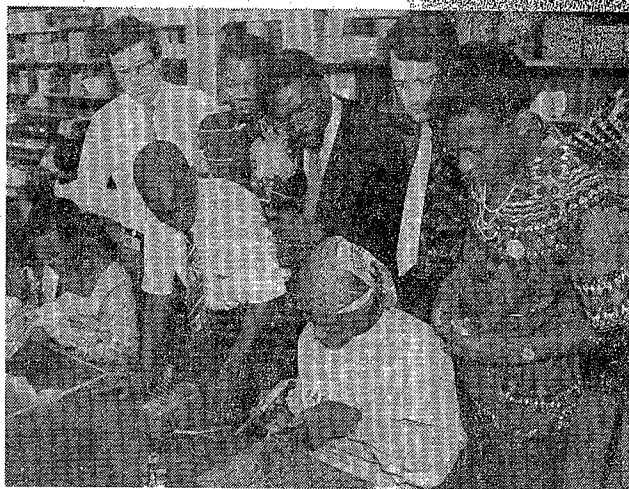
A feature of the latest edition is that almost every paragraph is cross-indexed to the relevant section of the Income Tax Act, making it easy for any reader wanting to know detailed information on any Act to know where to look.

Some of the more important changes to the tax laws since the last issue of the book, of which the new 54 editions for medical expenses and the bigger allowances for employees' housing are included in the new guide.

The guide is available from some stores or from the Old Mutual, Box 66, Cape Town. The price is R4,97.



SATV's marketing director, Mr Dave Mitchell, with Telefunken's new deluxe set and remote control unit.



Electronics course

To mark the successful completion of a six-month electronics training course, four TV technicians visited the South African Television Manufacturing Company's factory in East London recently.

The men, all from Soweto, were sponsored by SATV and were paid salaries during their training.

The four students who have taken up jobs with SATV in Johannesburg and Pretoria, pictured during a tour of the factory with SATV's marketing director, Mr Dave Mitchell (back row, right) were (from the left): Francis Tsheledi, Hendry Mduli and Isaac Nhlapho. Zebulon Morare leans forward in front.

WAGE (R)		AGE (YEARS)		TOTAL NO. OF WORKERS			
0-2,50		0-20		2	4	2	4
2,51-5,01		20-25		1	1	5	13
5,02-7,50		25-30		3	3	3	21
7,51-10,00		30-35		5	4	2	18
10,01-12,50		35-40		3	3		9
12,51-15,00		40-45		7	3		15
15,01-17,50		45-50		1	1		3
17,51-20,00		50-55		3	2	1	13
20,01-22,50		55-60		4	1		6
22,51-25,00		60-65		1			4
TOTAL NO. OF WORKERS		TOTAL N		4	2	1	4

Distribution of workers by Age (x) and cash wage (y)

TABLE 35

Advertising shock for TV's black channels

CT 3/4 81

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By GORDON KLING

ADVERTISERS are finding the advantages of extending their campaigns from white television to SATV's new black channels two and three comprise a very grey area clouded by vestiges of grand apartheid.

And the indecision could deal a crippling financial blow to the new services, scheduled to begin next January, which will ultimately have to be met by the taxpayer.

This was the sentiment of key product managers invited to a seminar on guidance in the creation of ads for the black TV service organized by one of the country's biggest advertising agencies in the City yesterday.

In an open acknowledgement of the problem days before rates are to be announced, the SABC admitted that only nine black ads had been produced to

date and that at least 400 would be needed in about nine months.

But managers responsible for spending millions worth of advertising rands told the Cape Times they were reluctant to embark on black campaigns because of indications that blacks consider the new services to be part of the grand apartheid design intended to preserve their differences at the expense of more important unifying factors.

Another reason was high costs involved in meeting SABC demands for purity of language in ads for each of the eight different black groups to be catered for, and because of possible adverse black consumer reaction to dubbing.

The reservations persisted in the face of research findings indicating good value for money with an expected rate of about R2.50 for every 1 000 potential black exposures to a comparable ad, as opposed to R3.56 for the Rand Daily Mail and R4 per thousand white, coloured and Asian viewers on the existing TV service.

If political undertones of the new service proved correct, maintained some advertisers, consequences of supporting it could prove disastrous. Was it worth the risk?

5 languages

Delegates were told by a black advertising agency executive, Mr Eric Mafuna, that it would be wisest to incur the extra expense of producing an advertising campaign in five languages for the service if it was to be used, and that this expense could be substantial since dubbing would pose problems because of different mannerisms and facial gestures associated with each language.

In any event blacks saw cowboys, for example, as speaking with an American twang, and while a John Wayne speaking Japanese was acceptable in Japan, it would strain credibility here for him to drawl in Zulu.

The organizers of the seminar estimated black TV would attract about R20-million in advertising revenue in its first year. Television manufacturers can expect a bonanza from the service if projections are proved correct, the number of sets now in black households is expected to rocket from 88 000 to about 275 000 by the middle of next year.

BC management has never admitted to production of that the corporation operates as a Government mouthpiece, or that producers should follow a Nationalist editorial line.

Their strategy in ensuring of any prospective programme conflicting with or weakening the objectives of that can be seen as the Broeders-Nationalist Party alliance does not get broadcast has been far more subtle.

In 1976/1977, the English Documentary Department was essentially the best equipped, in terms of producers employed, to enable TV to fulfil its role to the community.

As is to be expected from a TV documentary department, many of the producers saw it as their role and responsibility within the spectrum of the TV service to pursue relevant socio-political programmes.

Management's response to proposals of this nature from the department was non-committal to the extent that no definite policy directives were issued on this type of programme; but we were led to believe — through the Head of English Television, Mr Robin Knox-Grant, and the then Organiser of the English Documentary Department, Mr Don Briscoe, that we could tackle any subject we thought was socially relevant, as long as "both sides of the story" were presented.

It was in the ensuing stages of production that management implemented their obstructive strategy by employing "crippling" delay tactics whenever a programme of this nature was attempted.

These tactics made production planning and implementation so heavy-going for the producer concerned, that many concepts were abandoned at the research stage.

Producers were required to submit detailed lists of names of people they intended to consult during the research period. The producer was not, however, permitted to make any contact with these prospective people until the list was approved by management.

In addition, treatments were required — outlining in detail the objectives of the programme.

These were kept by management for up to months on end, with no reaction being fed back to the producer.

Week after week he was kept "in limbo" by management, and when appealing to the Organiser for a definite directive, was instructed to effectively "carry on, but do nothing".

Because of this, schedules were disrupted and many of these programmes were delayed indefinitely.

In spite of management, a few documentaries dealing with social or political issues were produced through the perseverance and tenacity of the producer concerned — were finally produced.

Once edited, these programmes were then viewed by management.

It must be pointed out that no programme could be shot before management had approved the programme treatment and script, outlining in detail the structure and content of the programme to be produced.

How SABC management 'crushed a department'

ROM 25/4/81 326 24/8/81

In 1979 the SABC sacked one of its television producers after he defied a management directive to cut a scene from a documentary he had produced on Baragwanath Hospital. This week the producer, KEVIN HARRIS, lifted the curtain on the behind-the-scenes drama at Auckland Park when he testified before the Steyn Commission of Inquiry into the Mass Media. Here are extracts from his submission.



Although management had initially approved the submitted treatment and script at this stage, they now insisted on changes. Sequences were removed, or additions were required to include more of the official point of view, and in some cases the programme was placed on the shelf indefinitely, awaiting a decision from management.

Management's interference at this stage resulted in these programmes conveying a message contrary to the objectives outlined in the initial film treatment.

Instead of "presenting both sides of the story", what was transmitted was an official "white-wash" of the issue concerned.

This compromised the integrity of the producer, and also the credibility of those people who had been persuaded to appear in the programme on the understanding that the programme objectives were those outlined in the initial programme treatment.

Programmes which suffered this type of "post production" interference were:

● "A Sense of Destiny" — a documentary on the Afrikaner, produced by Pat Rogers.

● "Under the Southern Cross" — a documentary on the coloured community, produced by Adrian Herring.

● "Black Education" — an investigative documentary on the state of black education. Produced by Adrian Herring, it was placed on the shelf and has never been transmitted.

● "Vimba, The Miner" — a documentary produced by Francis Gerard on mining migrant labour.

This programme relied heavily on "voice over" from the principal character to convey its message. Once Gerard had resigned, the original "voice over" sound track was removed, and a new sound track, carrying a "management-sanctioned" message, was recorded and laid for transmission.

● "Four South Africans" — a programme comparing the respective lifestyles of a white, black, Indian and coloured employee. Produced by Francis Gerard, it has been shelved and never transmitted.

● "Shelter" — a programme on the housing situation of all race groups. Produced by John

Richards, it has never been broadcast.

● "The Band" — using a group of professional coloured musicians as the vehicle, this documentary set out to communicate to a white viewing audience the aspirations and frustrations of coloured youth.

Produced by myself, this programme was edited under management sanction after my departure from the SABC, and not in accordance with the initial script and treatment.

The programme that was eventually broadcast achieved precisely the opposite objective: stripped of all meaningful content, what resulted was a musical programme showing a happy band of coloured musicians playing their music to coloured fans who were all contented and happy in their position.

Through this strategy employed by management, the output from the English Documentary Department was confined to irrelevant mediocrity, and the department was successfully prevented from performing its rightful function within the television spectrum.

The excuse often used by the Head of English Television, Mr Knox-Grant, was that television was a very young service of the SABC, and that producers were too inexperienced and irresponsible to tackle certain subjects in the required manner.

In early 1976, a producer in the English Documentaries Department, Stu Pringle, who had been working extensively in black urban areas the year before, became particularly concerned by the attitudes perceived of frustrated blacks living in the urban areas. He recognised strong indications that these frustrations would result in confrontation in the near future.

Concerned by these indications, he approached all levels of management, from the Organiser to the Deputy Director-General, in an effort to urge them to undertake the production of a series of programmes that would throw light on these frustrations in an effort to alleviate their grievances and defuse the situation.

His pleas were rejected by management, and he was dismissed as a raving lunatic.

In June, 1976, when the Soweto confrontation occurred,

the producers in the English Documentary Department expressed the need for a programme to be produced which looked at the disturbances and investigated the causes.

Approached by the producers — through the then Organiser, Mr Don Briscoe — Mr Knox-Grant went through the motions of inviting the producers to submit scripts and treatments on the subject.

Producers within the department made this a priority issue and dropped programmes to make way for the required facilities to be allocated to this priority programme.

After considering the script proposals for some days, Mr Knox-Grant dismissed the issue, saying he did not find any of the script proposals satisfactory.

He added that he felt that there was no producer in the English Documentary Department responsible enough or experienced enough to tackle such a sensitive programme.

At this point, Stu Pringle announced his resignation, saying that he could not work for an organisation whose management held its producers in such low esteem that they were prevented from doing their job.

The situation deteriorated, as other programmes being made by the Documentary Department — of a non-contentious nature — became affected by management's attitude.

It eventually became apparent to producers that there was no demand from the Head of English Television for programmes from the English Documentary Department.

The English Documentary Department existed as a token department, and was prevented from fulfilling its responsible role in the television service.

Eventually producers requested officially, at a staff meeting, that a meeting be held with the then Deputy Director-General of the SABC, Dr Jan Schutte, to discuss and establish definite SABC policy directives applicable to documentaries of a socio/political nature.

A year later, this meeting had still not taken place.

Matters came to a head in early 1978. While addressing a seminar in Cape Town, the then Organiser, Mr Briscoe — when confronted with the issue that no relevant programmes were

forthcoming from his department — was reported to have replied that his producers' irresponsibility and inexperience were responsible for this situation.

As a department, the documentary producers sent a letter to the Director-General of the SABC, Mr Swanepoel, requesting an investigation into the state of affairs in the English Documentary Department.

Management's immediate response was to protect the Organiser concerned and, without granting the producers a hearing, to severely reprimand them for their actions and to threaten dismissal to any producer who dared to make similar representation.

The Head of English Television made a show of intending to rectify the situation, and after a meeting with the producers and considerable consultation with the Organiser, he and the Organiser devised a solution, they came to the conclusion that the department had been over-productive, thus overloading the facilities available, which in turn led to the discontent in the department.

Their solution was to cut the number of producers within the English Documentary Department by 50%.

This enabled them to transfer producer Pat Rogers, against his will, out of the English Documentary Department to the English Variety Department.

Pat Rogers is tone deaf, but had no recourse to management or the personnel department to object to this transfer.

Management's strategy was not to fire him as this would focus attention on the events in the documentary department; instead, they transferred him to a position where his frustration and discontent would drive him to resign.

This is what ultimately happened to Pat Rogers.

Of the other producers, David Vaughan, David Lister and Graham Stewart — distraught from the frustration caused by the lack of credible policy directives and the general attitude of management to the department — opted for transfers to the English Variety and English Children's departments. After this incident, the re-

maining producers — with two exceptions — resigned during the following year.

Between 1976 and 1979, when Mr Briscoe held the position of Organiser, at least 12 production assistants, three personal secretaries to the Organiser and 16 producers resigned from that department.

The producers were: Francis Gerard, Bill Faure, Adrian Herring, Cecil Jubber, Tony Likardt, Andre Liebenberg, David Lister, Norman Milburn, Stu Pringle, John Richards, Pat Rogers, Josh Spence, Graham Stewart, Michael Sandier, David Vaughn, and finally myself.

I was dismissed in October, 1978 as a result of the circumstances surrounding the broadcast of the documentary "Bara", which I produced.

The department has been successfully crushed by management to prevent any further attempt at the production of socially relevant documentaries.

The strategy employed by management in reducing the English Documentary Department from a potentially dynamic force to an impotent shadow of its former self, not only succeeded in achieving the programming priorities of SABC management at the expense of the needs and interests of the South African community, but also contributed to the irrelevant content and mediocre standard of programmes produced locally for SABC Television today.

Interference — in the form of changes to programme content, or prevention of certain valid points being made within a programme — brought about by the influence of Government officials or powerful figures in the private sector, can be seen to occur on a more day-to-day basis.

The programme "Midweek" suffered interference of this nature when produced by Kevin Kevanny and presented by Pat Rogers.

I recollect that the "Spectrum" programme, produced by Carol Charlewood, dealing with smoking, suffered interference and delays because of the possible effect of the programme on cigarette companies.

In a documentary, "Cry of the Wilderness", produced by myself, which looked at the threats to game reserves, wilderness areas of South Africa, I felt it was important that the programme consider the threat of possible mining in the Kruger National Park.

I approached Iscor, inviting them to put forward their case for mining in the programme.

Their reply, stipulating the condition that approval be obtained from the Minister of Agriculture before Iscor could take part in the programme.

I approached SABC management for them to obtain this clearance.

The reply from SABC management was that "Mr P de Bruyn (Director of Television Programmes) feels that this Iscor's participation concerning coke deposits in the Kruger Park) should be excluded from the programme" as "he feels that the subject has been 'blown up' out of all proportion by the Press and that we (the SABC) should not give the matter any further undue prominence."

Countdown has started for black TV staff

Star 22/10/81

326

By Derrick Thema

With the launch of SABC-TV 2 and 8 around the corner, black staff trained in all aspects of television, are honing their newly acquired knowledge for the challenge ahead.

The senior instructor, Mr M J Van Rooyen puts through control room drill with trainees (from left) Mr N Nhlapho, Mr M E Ramoroka and Mr T Molwane.



Staff at the Auckland Park headquarters of TV 2 and 3 are working feverishly on their test programmes under the watchful eye of Mr M J van Rooyen, senior instructor for the production team, and Mr J A Rossouw, head of the training section.

Technicians, producers, graphic artists and set designers at the studios seem to be enjoying the complex equipment.

The 50 producers who completed a six-month course in June are at present working in units on transmission programmes for next year.

"When they have completed filming they will do the mixing and editing themselves," said Mr van Rooyen.

Two film groups from independent companies which completed courses at the end of last year are producing programmes, documentaries and religious dramas.

At present most programmes for TV 2 and 3 will be supplied by the independent companies. The SABC will show a selection of locally produced and dubbed programmes.

Among dubbed programmes are: "Unogwaja NoMungushe" (The Hare and the Jackal), "Amatilis" (The Black Seamen), "Incutshe" (The Star), "Umlabalaba" (a Game of Draughts), "Qhotoza Mntwana" (The Tap Dance Kid) and "Mulwana la Mmutla" (The Hare and His Group).

Of the 100 being trained, 22 will be producers who are at present learning how to man external broadcasting vehicles. Each vehicle will be manned by four cameramen and a sound man, engineer and technician.

About 400 people have been appointed for TV 2 and 3. This number is expected to rise to 1000 within a year. The trainees, mostly drawn from former announcers, are receiving full salaries.

"The trainees have been very adaptable considering it was the first time some had handled a camera or worked on the



said Mr van Rooyen.

Although English and Afrikaans are used to communicate, the crew is preparing production in the five ethnic languages. But for the launching, only Zulu and Sotho programmes will be screened.

SABC will produce their programmes from the Commissioner Street building, which is being renovated. Builders are working day and night to meet the November 1 deadline set by SABC.

THE COSTS

The launching of TV 2 and 3 involves more than a R100-million, with a R70-million representing capital expenditure and about R35-million representing establishment costs.

From the outset, the new service will beam to about four-million potential black viewers on the Reef, Pretoria, Vereeniging, Durban and Port Elizabeth. By the end of 1982 the transmissions will be extended to reach about seven-million people.

Among the trainees for the black TV services are vision mixers Mr A Hlubi (left) and Mr W Matsabu. They are among the 400 people who have already been appointed for SABC TV 2 and 3. This number is expected to rise to 1000 within a year.

Black viewers expected to top million mark next year

By GRAHAM SPENCE

ADVERTISING officials have discounted fears by businessmen that the new TV2 channel will have no credibility among black viewers because of the SABC's image as a government propaganda machine.

Initial fears were that any product featured on the service would lose "prestige" due to the SABC's image.

However, an extensive survey released to the Sunday Times by an international advertising agency, J Walter Thompson, has revealed a surprisingly high black awareness and acceptance of SATV.

According to the survey, of the 2.7-million blacks living in the planned TV2 transmission areas, about 92 percent already had access to TV sets, and a further 74 percent claimed they were likely to buy or hire sets before January 1983.

The switch-on date for the new black channel is scheduled for January next year.

It will be split into two separate services, and broadcast in Xhosa, Zulu and north and south Sotho.

The services will alternate nightly such as TV1 English and Afrikaans programmes, with the Nguni service dividing time between Xhosa and Zulu, and the Sotho service's northern and south dialects.

Commenting on reports that the black channel was doomed to failure as blacks would merely see the service as "clouded by vestiges of grand apartheid," Mr Jack Siebert, the SABC Director of Advertising, said there were the same

"prophets of doom" predictions when Radio Bantu was started years ago.

"Radio Bantu then turned out to be a howling success. Surveys have shown that 93 percent of urban blacks listen to it — and there are no indications that black TV will be any different."

The J Walter Thompson survey has conservatively estimated that by the end of next year at least 250 000 black households would have TV sets. With an average of five viewers a set, this means an audience of 1 100 000 during peak periods.

Mr Dick Reed, media director of the company, said the black market was still largely untapped as far as audio-visual advertising was concerned.

"What is also very exciting for the commercial sector is that advertisers have been allocated eight percent of viewing time, compared to six and a half percent on TV1. Most concerns are trying to get their brand names in early as a good appealing ad is likely to establish a large following and even brand loyalty among black viewers."

Mr Reed said the two main

problems — or "challenges" — with TV2 at the moment as far as advertisers were concerned was the tedious dubbing systems needed for presentation into four different languages, and changing peoples' attitudes of perception.

"Initially we feel blacks are going to be very sceptical watching John Wayne in full cowboy regalia drawing away in Zulu. But just as English viewers are now used to hearing Orson Welles speaking impeccable Afrikaans, the same will happen to blacks."

Mrs K Honikman

Dr R Oxtoby

Dr M Hart

Dr M Hart

Mr D Allison

H Schlagbauer

Assoc Prof

Mr W Jarvis

ALTERNATE

MEMBER

Assoc Prof M Kooy

Prof R R Dutkiewicz

Prof J T R Gibson

Advocate H J Swart

Prof K O Househam

Assoc Prof W Kotze

Prof C G Troskie

Assoc Prof A H Money

Prof P D du Preez

Prof J H F Meyer

Mr M L Fielding

Mr P Gordon

Brig P L Graham

Mr A Dagge

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Mathematics

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Mathematical Statistics

Psychology

Director

Teaching Methods Unit

Professional Communication

Director of Selection and

Placement G S B

Assistant Director

Planning and Admin G.S.B.

Administrator of the

M.B.A. Programmes, G.S.B.

BAKING AND CONFECTIONERY INDUSTRY, PORT ELIZABETH AND Uitenhage

Parties Employer Organisation: Port Elizabeth Master Bakers' Association.
Trade Union: the Operative Bakers' Confectioners' and Conductors' Union, Port Elizabeth and Uitenhage
Area Municipal areas of Port Elizabeth and Uitenhage.

Funds

1. Baking Industry Sick Benefit Fund

FUNDS

1. Medical Benefit Fund	1. Medical Benefit Fund
Coverage of workers : All	Coverage of workers : All
Coverage of dependents : --	Coverage of dependents : --
Worker Contribution : Yes	Worker Contribution : Yes
Employer Contribution : Yes	Employer Contribution : Yes
Panel Doctor : All	Panel Doctor : All
3. Provident Fund	4. Pension Fund
Coverage : --	Coverage : --
Worker Contribution : --	Worker Contribution : --
Employer Contribution : --	Employer Contribution : --
5. Leave Fund	
Coverage : --	
Worker Contribution : --	
Employer Contribution : --	
Annual leave covered : -- days	
6. Sick Fund	
Coverage : All workers	
Worker Contribution : All workers	
Employer Contribution : All workers	
Annual payment for 5 day week : 36 days	
Annual payment for 6 day week : 36 days	
Qualifying period : 1 months	
Waiting period : 0 days	
Percentage of wage paid : 60.0 %	
Maternity days per pregnancy : --	

TELEVISION

1982 - 1985

SATV's black services augur vital slickness

By ROBERT GREIG

THE inauguration of the SABC's new TV services for blacks left one in no doubt that the significance of this event exceeded the birth of Jan van Riebeeck, the Great Trek and even, it was implied, made New Year look puny.

Much of the evening's viewing was about the service itself. On one hand, this was self-congratulatory and, therefore, boring; on the other, it was informative.

What was never quite defined is what the congratulations were for. If they were for providing a new service, they were misplaced: this, after all, is the SABC's job.

If they were for actually establishing a second TV service, they were more justified. The country, in terms of skilled population, is small and

the needs great; with the new service, the SABC has become a major employer of blacks and the major provider of information.

But, ultimately, what matters is whether the service is good or bad. The intentions seem to be good, insofar as one can pierce the warm glow of self-approval and the endless reminders that TV is a powerful medium.

The sense of its power threatens to paralyse. Professor Wynand Mouton, the Director-General, stressed, for example, that the service would offer "wholesome entertainment".

This kind of announcement brings warmth to the hearts of Noddy fans but inevitably depresses those of any classic you care to mention. *Hamlet* is by no means wholesome.

Making one of his few justifiable appearances on the box, Mr Pik Botha — he is, after all, Minister of Foreign Affairs — also mentioned the medium's power. (In passing, his appearance was reasonably relaxed, gracious and urbane.)

That TV is powerful is as true as the grass is usually green: the point which did not emerge, and needs to, is that the medium is powerful as a

unifier of people.

My guess is that black TV may eventually do more for black nationalism than even Group Areas removals.

The opening night showed a nonchalance for such considerations as programme and time. The two items which appeared when they were meant to, were *Sport* and the superb first *Variety*, and the drama which must have given nightmares to Noddy fans and Professor Mouton.

These were punchy. Given the choice between watching the weird and wonderful Tina Turner or Donna Summer on

TV2 and Joan Brickhill on TV1, my choice would be essentially unpatriotic.

As for most of the remaining advertised programmes, well, they didn't show. It didn't matter much. Instead there was a voluminous trailer of forthcoming attractions, including *The World at War*, *The Incredible Hulk* (which promises to be stimulatingly unwholesome) and a good deal else.

The missionary zeal of the SABC's good side is technical. Carefully and thoroughly, programmes explained what programmes were, how they were made and who did what and why.

To be shown that a set of cardboard, to be given shots of reporters at work or editors editing is a sound move, not in the sense of "this is how white man's magic is magical", but in the sense that the informed viewer is an informed citizen.

In other ways, the service opened with technical flamboyance and attention to detail.

There were inevitable lapses. To show Chief Minister Gatsha Buthelezi with a microphone apparently growing from the centre of his face was imaginative but unkind; and the early news reader had the uneasiness of a man who didn't want to be recognised, though the second reader, Amos January, has a pleasant humour.

And, of course, the family resemblance to TV1 is sometimes unbearably strong.

It emerges in the presentation of policemen and homeland politicians as community leaders and in crawling interviews with them, where the camera reverently remains on the speaker through long speeches, as though TV were radio for the deaf, and the editor's scissors have been kept away.

But, all in all, TV2 promises to be pretty slick and vital. Good luck to it.

● Full details of next week's programmes for TV1 and TV2 are in today's comic section. Programmes for all TV services published every day

Nearly 4 million watched TV2 and TV3 and most liked it

By JIMMY MATYU

AFTER 28 months of research, planning and preparation, with an estimated R110 million going into the project, the black television channel, TV2 and TV3, started on New Year's Eve with an estimated 3.7 million viewers. This number excludes people in Transkei, Ciskei and East London where, until April, people will not be able to receive the black channel.

Though well-received by most blacks, there was a strong feeling that TV2 and TV3 would get keen competition from the *Dallas* series on Tuesday nights.

While the opening of the black channel drastically affected entertainment places like cinemas in the African and coloured areas in Port Elizabeth, the shebeens in the areas did a good trade and so did the few storeowners in KwaZakale and Zwide who had installed portable TV sets in their shops. Cinemas in New Brighton and

Korsten reported a poor turnout of patrons and blamed this on the TV2 and TV3 gala opening night.

One in Korsten reported only four patrons turning up and in New Brighton not more than 30.

Most blacks were delighted by the opening of the black channel, but others had reservations.

Mr M H Tyaliti, a New Brighton teacher, said he was dissatisfied with the gala opening because it did not measure up to his expectations.

"There was the language problem in the first half when it was Sotho and many of us were lost. Another thing they were fed us with was dated material — like the Joe Louis v Max Schmeling and Mike Weaver v Gerrie Coetzee fights, and the history of soccer.

"But I did enjoy the second half — the musical variety shows, particularly the overseas part of it," he said.

Mr Tyaliti said it was clear black actors needed thorough training in the art.

"Our actors seemed to have memorised their lines. I liked the news reading and it seems as if newsreaders, especially Mr Amos January, have been thoroughly trained.

"Maybe it is still too early to pass a valid judgment and we have to be patient," he said.

The chairman of the Uitenhage Community Council, Mr P J Tinnie, said although he was thrilled and pleased with the introduction of a black TV channel, it was still difficult to express completely his feelings.

"Though I do not want to sound racist, the opening gala programme was dominated by Sotho and Zulu and this did not impress me.

Mr Tinnie hoped TV2 would give full coverage of rugby matches.

Mr E Z Kabane, a KwaZakale businessman, said his shop

was packed with people who came to watch the gala opening on New Year's Eve. This helped to boost his takings.

"I enjoyed the programmes and it was fine for a change to listen to your own people singing and talking your own language. But I still feel they should have separate channels as the majority of people here do not understand Sotho and Zulu," he said.

Actor and stage personality Mr Welcome Duru, who has a role in one of the TV2 films, *Incutshie*, still being shot, said it was still early for him to comment fully.

Mr Duru said he was pleased by the use of the three African languages, as this would give people in the Cape an opportunity to learn Zulu and Sotho.

Others said they saw no need, for racial TV stations when the majority of all races in the country were clamouring for non-racialism.

Black TV watchers prefer own channel

326
slow
15/2/82

By Ian Gray,
TV Editor

Black viewers clearly prefer TV2/3 to TV1, but "Dallas" is the overall favourite programme.

A survey among black viewers in Soweto and Reef townships by the J Walter Thompson Company — the first since the start of TV2/3 shows that 77 percent of those with access to TV prefer programmes in the vernacular. Of the rest, 22 percent would like programmes in English, and one percent in Afrikaans.

Afrikaans is also a major "irritating" factor on TV1. Of those interviewed, 18 percent rated Afrikaans the most irritating thing about TV1, 7 percent rated English the most irritating factor — but almost 50 percent said they found nothing irritating about TV1.

Among Soweto viewers, sport emerged as the most popular TV entertainment, but those in other Reef townships voted news coverage tops. Music and drama also rated high.

The survey showed that an average of nine people are usually in a room while TV is on; only 44 percent of

Soweto viewers watch on Sundays (18 percent in the morning); 33 percent watch on six or seven days a week; 37 percent on three, four or five days, and 30 percent on one or two days.

The favourite programme on TV2/3 is the drama serial "Usenzile," followed by sports coverage, general drama/plays, the serial "Le Tla Mpona," music, news, the game show "Umlababala," traditional music, and "Usigantsontso," the dubbed version of the animated series "The Hulk."

Following "Dallas" as the most popular programme on TV1 are "Pop Shop," "Easy Beat," "Gunsmoke" (now off), news, sport, drama generally, "Westgate," church services, the feature film on Saturday night, and "Star Trek" (also off).

Main complaints about TV2/3 are:

- Viewing hours too short.
- Whites speaking black languages (dubbed programme)
- Actors need experience.
- News not up to standard.
- Don't want to see whites.
- Too much music.
- Not educational.

SP condemned for preventing prayer meeting

slow 15/2/82

By Themba Maseko

The new Transvaal region chairman of the Media Workers' Association of South Africa, Mr Themba Buthelezi has condemned the Security Police disruption of yesterday's prayer meeting.

rehearsing, the priest said.

When Mwasa members arrived later, the priest refused to allow them to use the church because he "did not want to get into trouble with the police."

Bath
Towels 60x120cm
(Olive, Gold,
Brown)

R425

Ladies
Cotton Knit
Briefs

60c

D. Dispatch 9/3/82

Independent

TV service

being planned

326

JOHANNESBURG — An independent television service competing with the SABC-TV may be launched by Bophuthatswana at the end of 1984.

Although still in the planning stages, it is likely that the service will reach into the Witwatersrand region drawing millions of rand from advertisers.

Bophuthatswana's Minister of Finance, Mr. L. Young, said in an interview this week that the target date for the service was December 1984.

A Television Advisory Committee had been studying the prospects of a television service for the last 18 months and had been advising the government of President Lucas Mangope on the

possibilities.

"We have been examining the prospects and several problems will obviously have to be ironed out. At present the whole matter is still in the planning stages," Mr Young said.

If the Bophuthatswana Government decides to join forces with private enterprise, one of the biggest contenders for television rights is Bophuthatswana Commercial Radio which already runs the popular radio stations Radio 702 and Radio Bophuthatswana.

Hotel magnate, Mr Sol Kerzner, said as his group was actively involved in the entertainment field, they would also investigate the possibility of expanding into television. — DDC.

Dalling accuses SATV of bias

226
2/1/82

By JOHN BATTERSBY
Political Correspondent

THE PFP's media spokesman, Mr Dave Dalling, last night lambasted SATV for its partisan coverage of the controversial land deals between Swaziland and South Africa on the Sunday TV news review programme.

The Foreign Minister, Mr Pitl Botha, told viewers the decision to incorporate Kangwane and Ingwavuma into Swaziland was made in response to the wishes of the Swazi nation.

Dr Piet Koornhof, Minister of Co-operation and Development, and Mr Hennle van der Walt, chairman of the Commission for Co-operation and Development, said the move would benefit the whole Southern African region.

Mr Dalling said SABC had shown itself to be no more than an "arm of Government propaganda".

"What the SABC did not tell South Africa is that the vast majority of blacks involved in the land deal have not been consulted on the matter."

When asked why there were no opposition viewpoints, Mr Kobus Hamman, SABC's Director of News Services, said the format of the programme required that it dealt only with what the Government intended doing. He said there was no need to include Opposition spokesmen.

INSIDE

RDM 16/6/82

SABC also to be hit by the 326 ~~Bill~~ new media Bill

By CHRIS FREIMOND
Political Reporter

THE SABC will have to submit all pre-recorded television programmes — including film for news broadcasts — to Government censors in terms of legislation which passed through Parliament last week.

The controversial Registration of Newspapers Amendment Bill withdraws the SABC's exemption from the terms of the Publications Act.

This was confirmed last night by the Minister of Internal Affairs, Mr Chris Heunis.

He said as the Bill now stood all SABC film would have to go before a publications committee before it could be screened.

However there was provision in the Publications Act for exemptions and this would be a matter for negotiation with the SABC, Mr Heunis said.

Mr Heunis said the SABC's exemption had been withdrawn to "bring it into line" with the Publications Act.

The Opposition spokesman on the media, Mr Dave Dalling, said yesterday if the Bill became law it would "create chaos" in the media world.

The ridiculous situation could arise where a pre-recorded SABC interview with the Prime Minister may be subject to vetting by a publications committee before it could be broadcast.

Mr Dalling called on the State President not to sign the Bill into law. He said Mr Heunis should carefully consider the implications of the Bill and either amend it or withdraw it.

A spokesman for the SABC, Mr Retief Uys, said yesterday it was not clear how the new measures would affect the corporation.

"Provided the application of such measures does not impede the practical functioning of the corporation they need not have an undue effect on the SABC's broadcasts as the corporation, through its code and relevant licencing conditions, already functions within the spirit of the legislation," Mr Uys said.

Black TV is improving family life in townships, say PE's social workers

326 10/7/82 E. Post

By SALLY KERNOHAN

BLACK TV is keeping the kids off the streets in Port Elizabeth's townships.

The children are now far more content to stay at home in the evenings.

This fact emerged in a discussion Week-end Post held with social workers from the Port Elizabeth Child and Family Welfare Society this week.

"One change which is very noticeable is that more and more children, especially in the age groups from four to 10 years, are not roaming the streets in the evenings anymore," said one social worker.

"Most of the television programmes interest them and, even if their home has no set, they watch at a neighbour's who does have one."

"It appears that most of the programmes on TV2 and TV3 interest the children while the adults tend to switch channels."

Elsewhere in the country, the advent of TV2 and TV3 has proved a marriage-maker — or at least a marriage-mender.

Less domestic strife is being reported in black families now that couples can sit and watch TV.

According to the report, which was based on an advertising agency survey, the introduction of TV2/3 had drawn many black families together and had offered men an escape from marital arguments.

Social workers in Port Elizabeth, however, were quick to point out that the survey was obviously done in the Reef townships — where Western influences were far

more prevalent and where society was more affluent.

"Because most of our work is done with the very poor, who cannot afford TV sets, we have not noticed much change in the family structures," said one social worker.

Favourite programmes on the black channel were *Le tla Mpona* and *uSensekile* while sport remained popular with all ages. For children the favoured programmes were *uSgantsonso* and *uMpungushe*.

Most people seemed to enjoy the Sunday morning choral music programme, which some felt was too short.

However viewers also enjoyed TV1's news and sport programmes and programmes such as *Dallas*, *WKRP in Cincinnati*, *Midweek*, *Portfolio* and *Eddie Capra*. *Strike a Match* and *The Money or the Box Show* and Westerns like *Gunsmoke* were also highly enjoyed.

Some viewers did not like their children seeing people embracing or childbirth. Others regarded it as a good preparation for life.

The programmes, *Umlababala* and semi-traditional Zulu music known as *Ngomabusuku*, were criticised, as was the acting and newsreading on the black channel.

Many felt that TV2/3 reflected the rural black society at the expense of the urban black.

Another complaint was that the channel did not close with *Nkosi Sikelele i'Afrika* in the same way as TV1 does with *Die Stem*.

Union rage spills over beer advert

S. Express 11/7/82 326



● Charles Glass won the Beer-of-the-Year award at the 1907 Rand Easter Show. But the reconstruction of the event, above, had a flat reception.

ONE of the most expensive TV ads shot in South Africa — for Castle beer — has stirred up a froth in the film industry because two top British film-makers obtained work permits without the knowledge of a local technicians' union.

The advertisement — to be screened later this year — cost thousands of rands and portrays a reconstruction of the 1907 Rand Easter Show at which brewmaster Charles Glass won the Beer-of-the-Year award.

Now the South African Film and Television Technicians' Association is demanding an inquiry into how Billy Williams (who won an Oscar for lighting the movie 'On Golden Pond') and Graham Baker (who directed 'Omen Part II') obtained work permits to shoot the ad in Johannesburg this month.

The film men's credentials held no water when Saffta found out — three weeks too late — that they had been working in South Africa.

The secretary of Saffta, Meryll Grace, said her organisation was not told that Williams and Baker would be working in South Africa.

By CHRISTINA
PRETORIUS

"Our agreement with the Department of Internal Affairs is that we should be consulted before work permits are issued to visiting film technicians," she said. "In this case we weren't even approached."

The film produced by advertising agency VZ was one of the most complex yet filmed in South Africa. It included a reconstruction of the first Rand Show in 1907.

Although the advertisement took only four days to film, the research, building and sewing of dozens of costumes took almost two months.

Teams of builders worked day and night for almost two months to recreate the quaint stalls and old-fashioned fun of the 1907 show, for the commercial.

Mr Philip Goodstein, of VZ, said: "Because of this we needed someone on set who would light the beer to perfection — we had to be sure there would be no mistakes."

"Billy Williams is, quite simply, the best there is."

"And Graham Baker has masses of experience in filming beer commercials."

For that reason he was the best director we could have had," said Mr Goodstein.

The legend of brewmaster Charles Glass has been used by VZ throughout its advertising campaign for the beer.

"During our work we discovered that Charles Glass won the competition for the best beer at the first Rand Show in 1907."

"We then found out the building specifications for the show and rebuilt it from scratch for this particular advert," said Mr Goodstein.

Meryll Grace said she intended starting an inquiry into the employment of the two men immediately.

"It is very difficult for us to monitor this situation," she said. "English technicians, who don't need visas, are entering South Africa willy-nilly on visitors' permits and are then settling down to work here."

"These two technicians did not do that, but the fact remains that the Department of Internal Affairs is so late in telling us of their arrival that we can do nothing about it."

"By the time we hear of their visit the technicians have already come and gone."

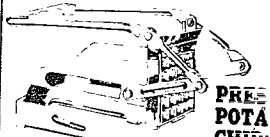


COMPRISING ● 16 cm casserole with lid ● 23 cm frying pans with lid



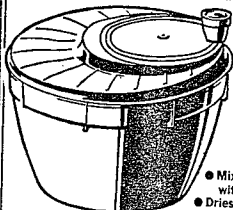
BISCUIT GUNS

- A biscuit with every squeeze of the trigger
 - Ideal for biscuits and icing
- DION'S LOW PRICE



POTATO CHIPS

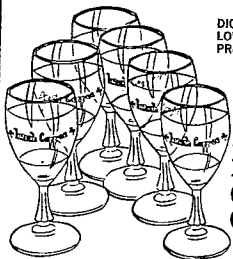
- Slices potatoes into smooth even chips
 - Hand-operated
 - Saves hours of drudgery
- DION'S LOW PRICE



MOULINETTE

- Mixes without bruising
- Dries all veg

DION'S LOW PRICE



SEIRIS COF GLA

- With handy "tot" line and "cream" line markings

DION'S LOW PRICE

DION

Prices Excl GST

New TV channel will cover Reef

326

S. Times
25/7/82

By GEOFFREY ALLEN

THE South African Government is considering the allocation of an independent commercial television wavelength to a neighbouring BophuthaTswana.

The new station will then be able to beam programmes into large areas of the Transvaal, especially the Reef, in opposition to SABC-TV.

An "inter-government committee" of the two countries has been meeting to discuss the wavelength application.

The issue is seen as a test of the neighbouring state's independence. If Pretoria blocks the application, the South African Government will expose itself to charges that it is still manipulating the affairs of the former homeland.

The existence of the joint government committee was confirmed this week by Mr Barend du Plessis, Deputy Minister of Information.

Group

"I am aware that there is a group of that sort," he said. Neither he nor officials would disclose details.

An independent Bophutha-Tswana service would be received on TV sets in the Pretoria-Witwatersrand-Vereeniging area and beyond.

Mr Henry Howell, chairman of the BophuthaTswana Broadcasting Advisory Board, said:

"Our plans cannot advance until the inter-government committee has completed its negotiations.

"They have been meeting for some time.

"We have done a number of feasibility studies and while the service is primarily intended for BophuthaTswana it will indeed reach South Africa."

Plans for the independent homeland channel are well advanced.

● A year ago Bophutha-Tswana's wavelength requirements were sent to the SABC.

● At least one consortium, said to include Mr Kerry Packer's Australian-based TV companies, the Argus newspaper group and the Gallo electronics company, is monitoring the negotiations and may tender to run the service.

● Sources at the International Telecommunications

HOS DEA

AFTER A TROUBLED WEEK



Tokkie's Dragons manager Tokkie Smith introduces players

A TOP-LEVEL Portuguese soccer squad that includes the legendary Mozambique-born centre-forward Eusebio Ferreira yesterday thumbed its nose at the world and prepared to fly to South Africa.

At the same time a team of rugby players from Australia, America, Canada, Singapore, Tonga and Western Samoa slipped quietly into the country through Johannesburg's Jan Smuts International airport.

And in London, Keith Fletcher, England cricket captain who turned down "plate gold" just six months ago, emerged as the most sensational supporter of South Africa's pending, Kerry Packer-style cricket promotion.

Excitement

Besides all this, there was more good news — especially

Sports are quick to play



KEITH FLETCHER Backing SA

plus a re-officialised final. The range of business and Mr Fletcher involved in cricket. The play next week. The include Angelo Pellar Chico Gax

By GEOFFREY ALLEN

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● Sources at the International Telecommunications Union in Geneva said the issue may be raised next month when the ITU meets to reconsider the 1963 African Broadcasting Agreement which allocated VHF and UHF wavelengths.

Under the existing arrangement the Bophutha-Tswana channel would have to be allocated by South Africa which was granted certain frequencies under the 1963 agreement.

It would not be necessary to obtain permission from the ITU first.

A senior Post and Telecommunications Department

□ To Page 2

AFTER A TROUBLED WEEK, PROSPECTS BRIGHT



Tokkie's Dragons manager Tokkie Smith introduces players Luke, left, and Song at

A TOP-LEVEL Portuguese soccer squad that includes the legendary Mozambique-born centre-forward Eusebio Ferreira yesterday thumbed its nose at the world and prepared to fly to South Africa.

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Excitement

Besides all this, there was more good news — especially for the country's 250 000 active squash players: the world's No 4, Pakistan's Hiddy Jahan, is coming, while Egypt's four top seeds have said that, whatever their government says, they'll be coming to South Africa.

All these developments came at the end of a gloomy week for South African sport — a week that saw the SABC soccer team retreat ignominiously from the playing fields of Soweto, and South Africa outrageously shunned by the International Cricket Conference (ICC).

Yesterday's developments seem to more than offset the

Sports tourists are queueing to play in SA



KEITH FLETCHER
Backing SA

By DOUG GORDON,
KEN SLADE
and JOHN REASON in
JOHANNESBURG, and
IAN HOBBS in LONDON

reverses. Most excitement — especially among the country's 600 000 Portuguese immigrants — attaches to the 19-man Portuguese party which was last night reported to be in Lisbon, preparing to fly to Johannesburg on Wednesday. The party includes Benfica superstar Eusebio, now retired from big league soccer, and 10 international stars —

plus a referee who recently officiated in the World Cup finals.

The men behind the arrangement are Johannesburg businessman Mr Peter Cooke and Mr Martin Locke, involved in the visit of the SABC cricket XI last March.

The team is expected to play a game at Ellis Park next weekend.

The Portuguese players include Alexandre A'hinho, Angelo Pedro, Manuel Salvador, Chico Gordo, Eusebio, Victor Gomes, Quentao Faria and Eurico Mendonca.

Significantly, the squad includes eight black players.

The Portuguese team will play a top local club representative side.

Mr Locke was negotiating yesterday with the Football Council of South Africa and the NPFL chiefs for approval to assemble the best available talent.

Meanwhile, a team of rugby players, known as Tokkie's Dragons, slipped quickly into South Africa yesterday after being sponsored to a countrywide tour by two anonymous overseas businessmen.

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GENERAL NEWS

By Jaap Boekkoek

The big issue to be negotiated before an independent Bophuthatswana television station can start beaming to the Rand is a high transmission site, presumably in the Magaliesberg.

This is one of the reasons why negotiations between the governments in Mmabatho and Pretoria are delicate.

It is believed that all feasibility studies made for the Bophuthatswana Government on the question of beaming a commercial television service to the lucrative Pretoria-Witwatersrand market have had negative results.

This is because Bophuthatswana does not have any high ground from which transmissions could be made.

Schemes to transmit from a 700 m concrete tower at Garankuwa, which would be the tallest in the southern hemisphere, or from blimps anchored to the

'Outside' TV on its beam ends

326 S Jan
27/7/82
Mmabatho has to go along with Pretoria's rules

Pretoria's rules

ground, have been found impracticable. The concrete mast would cost R30 million to build today, a steel mast would be crushed by its own weight, and blimp transmission beams would be off target if high winds moved in high winds. These systems would also interfere with aviation.

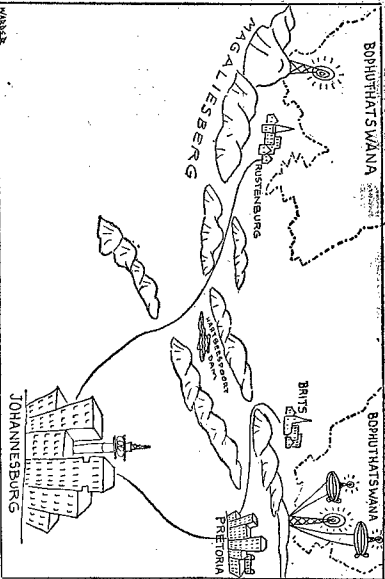
A site here, to be bought from, or exchanged with the South African Government, would enable a Bophuthatswana TV station to beam its own programmes to Pretoria, most of Johannesburg and the East. These systems would also interfere with aviation.

Since then Bophuthatswana has been on its borders. This can only be in the Magaliesberg.

In return for a Magaliesberg mountain site, Pretoria may set conditions. The South African Government has many aces up its sleeve: Bophuthatswana can obtain a TV frequency only through the Post Office, which is the regulating authority of frequency allocations in Southern Africa.

South Africa has the power to grant or withhold relay and satellite facilities. Since the African authorities can, through the Bureau of Standards, sign the licence of TV sets, they could stop viewers installing second aerials to receive Bophuthatswana.

The South African Government could demand control of programmes if the station hopes to attract more viewers with less-censored programmes.



The scene showing the struggle for an independent Bophuthatswana television service. After studies showed that transmissions from a 700 m tower at Garankuwa, or a blimp (airship — right top) were too costly, impracticable and dangerous to aircraft, the Tswana state now opts for a mountain-top site to beam its TV to the Rand and Pretoria. One high mountain adjoins Bophuthatswana west of Rustenburg, a possible site for a large transmission mast.

MA "TRAINING T

SKILLS SHORTAGE:
implications now and after the recession

TRAINING: SOFTWARE

RECRUITMENT

TRAINING PROGRAMMES OF MAJOR COMPANIES

TO ADVE
JOHANNESBURG
Erika Nienaber
710-2478

28/7/84
TV SABC
will back
D. Aspinall
Transkei

DURBAN — The SABC would not stand in the way of Transkei if it made an application for a television station as happened in Bophuthatswana.

Mr Eric van der Merwe, PRO for the SABC, said the corporation only played a small part in deciding on television applications, and only because the International Telecommunications Union based in Switzerland did not recognise Transkei and Bophuthatswana as independent countries.

"The union refuses to grant a frequency allocation on this account and so the applications must be made through the SABC."

He said that the corporation had not so far refused any application. Rather it welcomed the competition that other channels would bring.

"Transkei is free to apply if it so chooses," he said, pointing out that a channel situated there would only affect the southern part of Natal, and not the Reef area where SABC will be broadcasting three channels.

Mr Theo Matinga, managing director of Transkei Broadcasting Corporation, was not available for comment. — DDC

TV company's crash
will not affect SA

(3)

The company, Germany's second largest electrical concern, announced on Monday it had applied for settlement proceedings to pay its creditors in an effort to avert total bankruptcy.

Vervaardig in Suid-Afrika

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Date _____

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(to

Under a licensing agreement the East London company, Tech Corporation, has sold 800 000 TV sets and two million radios under the Telefunken name in the past eight years.

Mr Wilfred Winkler, Technical director of Tech Corporation in East London, said: "We are totally independent

His company is wholly owned by Federale Volksbeleggings.

AEG-Telefunken is unable to pay all its debts despite massive government loans and will ask a German court to allow it to make an offer of compromise under which it will wipe out R1 billion in debt and restructure the company under a judicial manager.

It will shed several operating divisions, retaining the profitable high technology sections.

AEG-Telefunken's managing director here, Mr Peter Houtz, admitted that expansion schemes which he announced on Sunday would be delayed indefinitely and that the company was looking for a South African financial partner in its domestic appliances division.

Senior executives said they believed that the

A press conference here is planned for tomorrow to clarify the situation.

Referring to the SABC PAL equipment Mr Houtz said: "There is no question that our commitments from the past (which include servicing agreements) will be honoured."

He said he had been assured by telex from Germany that the new pared down international company would retain 100 000 employees world-wide — axing 12 000 jobs mainly in Germany — and was expected to make a turnover in its first year of R4 billion.

"It's better to have a smaller company making a profit than no company at all," he said.

The South African company, of which 84.5 per cent is owned by AEG-Telefunken International, had a turnover of R70 million last year and made R1 million pre-tax profits. — DDC.

CANDIDATE MUST enter in the number of each question in the order in which it has been asked (do not skip questions; leave columns (2) and (3) blank for questions not asked);

[illegible]

Paper No. 1
(to be copied from the heading on the Examination Paper)

WARNING

1. Enter at the top of each page and in column (1) of the block on this cover the number of the question you are answering.
2. Blue or black ink must be used for written answers. The use of a ball point pen is acceptable. Red or green ink may be used only for underlining, emphasis or for diagrams, for which pencil may also be used.
3. Names must be printed on each separate sheet (e.g. graph paper) where sheets additional to examination book (s) are used.

1. No books, notes, pieces of paper or other material may be brought into the examination room unless candidates are so instructed.
2. Candidates are not to communicate with other candidates or with any person except the invigilator.
3. No part of an answer book is to be torn out.
4. All answer books must be handed to the commissioner or to an invigilator before leaving the examination.

Any dishonesty will render the candidate liable to disqualification and to possible exclusion from the University

Telefunken

'lost' millions in Republic

CAR links 16/8/82

Own Correspondent 326

JOHANNESBURG. — A legal slip has cost the German inventor of South Africa's PAL television system millions of rands because it forgot to patent the system in the Republic.

As a result, the SABC does not pay a patent-licensing fee to the inventor — AEG-Telefunken — on television sets sold in South Africa.

This was confirmed last week by both AEG-Telefunken and an SABC spokesman.

In the past eight years, 800 000 sets have been manufactured under the Telefunken name by an East London company.

If there had been a local patent, the SABC would have had to pay 0.08 percent of the retail price of each set to AEG-Telefunken as royalties under the usual patent agreement.

The managing director of the company's South African subsidiary, Mr Peter Hutz, confirmed the legal error last week when he held a press conference to explain why the giant European firm had come under judicial management, owing R1 750-million.

Mainly banks owed money

The debts were owed mainly to a banking consortium which has supported the massive shipbuilding, nuclear reactor and electronic corporation.

Mr Hutz said failing to patent the system in South Africa apparently had been an oversight by the company's patent lawyers.

Mr Hutz said it was possible the German patent lawyers had not foreseen that South Africa would ever instal television.

In Japan recently, a PAL licensing agreement required the Japanese Government to pay 0.08 percent royalty to AEG-Telefunken on every set manufactured.

"We pay licensing fees only on receivers, not on any of the studio equipment or any other equipment," an SABC technical spokesman said.

'Disastrous' nuclear adventure

Mr Hutz also said that a "disastrous" adventure into nuclear power stations in Germany had cost the company millions of rands and had contributed to its present situation.

There was also heavy political pressure to continually increase safety factors.

"Eventually the costs of the safety factors came to two or three times the projected building costs. They even wanted us to make the stations nuclear-bomb proof, until someone pointed out that if an atomic bomb were dropped, it wasn't going to make much difference if it hit a power station," he said.

AEG-Telefunken last week announced that a Frankfurt attorney, Dr Wilhelm Schaaf, had been appointed judicial manager and would decide during the next fortnight whether an offer of compromise to wipe out debts of R1 000-million would save the company. Dr Schaaf said the company could be rescued.

~~12/17~~ RDM
SADF 'to
censor (326)
TV film

RDM Mail Reporter 17/8/82

THE South African Defence Force is expected to return the film confiscated from a foreign television crew in Southern Angola — after it has been censored.

The two-man, European television crew is reported to have been waved through the South West African border into Southern Angola while filming in the area last week.

The two men, based in Johannesburg, had received permission to drive to the Oshakati border at their own risk.

When they asked officials at the border where the passport control office was, they were met with laughter and told it was safe to drive for 70km into Angola.

However, they were stopped at a South African road block in Angola and escorted to a Major B H Vermaak who said he had instructions from Brigadier "Witkop" Badenhorst to confiscate their film.

According to sources close to the men, the crew have made arrangements to see the film at the same time as the SADF and to witness any cuts that may be made to it. The film would then be returned to them.

A spokesman for the SADF yesterday refused to confirm the incident.

SABC hedges on Kaunda interview

25/8/82

S26
25/8/82
RDM

By JOHN BATTERSBY
Political Correspondent.

A TELEVISION interview with the Zambian President, Dr Kenneth Kaunda, screened on Zambian television on Sunday night, was recorded two months ago as part of an SABC-TV commission.

However, it could not be established last night whether South African viewers will see the programme.

Sources indicated that an edited version of the interview was being vetted by the SABC hierarchy because it was too controversial for local viewing.

The South African journalist who conducted the interview, Al Venter, told the Rand Daily Mail he had been told by SABC-TV that the programme was scheduled to be shown next Tuesday.

However, an SABC spokesman, Mr Eric van der Merwe, said last night that Tuesday had been mentioned merely as a "possible date".

He said no decision had yet been taken on whether to screen the interview.

"Al Venter is presently compiling a number of programmes about the African continent which would include programmes on Zambia," Mr Van der Merwe said.

"When we have received from him sufficient material to allow us to schedule a series, we will first evaluate and subsequently broadcast it."

Dr Kaunda said in the interview with Venter he would be prepared to again meet the South African Prime Minister, Mr P W Botha, though he ruled out the prospect of diplomatic ties between the two countries as long as apartheid continued.

Mr Botha has indicated he would not object to a second meeting "if the arrangements could be made at a suitable time".

According to sources, the SABC has been in possession of an unedited version of the interview for more than a month and a copy was sent to Dr Kaunda about three weeks ago.

It is understood an edited version of the interview, cutting it by 20 minutes, will be handed to the SABC soon by the production house responsible for making the films.

It is believed, however, that a comprehensive documentary on Zambia - excluding the Kaunda interview - will be shown to South African TV viewers on September 14.

Asked whether the Kaunda interview had been referred to any Government departments for consideration, Mr Van der Merwe said it was "normal procedure" to inform the Department of Foreign Affairs when programmes were made in other countries.

SABC officials attacked for 'involvement'

326

Mercury Reporter

SEVERAL top SABC officials should face disciplinary action because a standing rule in the organisation bans employees from participating in political activities, says the New Republic Party's leader in Natal, Mr Ron Miller.

The SABC's controller of personnel, Mr Dan Esterhuyse, disclosed yesterday that all 'officers' of the corporation were forbidden to involve themselves in politics.

Regulation No 17 of the statutory conditions of service clearly states that offenders are liable to face disciplinary steps which include being put on unpaid leave, having increments and bonuses withheld, or dismissal.

Mr Miller said there was no getting away from it that Broederbond activities entailed high-profile politics — and that a number of 'upper-echelon SABC types'

belonged to the secret society. 16/9/82

He also charged that senior SABC staff appointments were frequently made through political considerations.

'There can be no double standards. What's good for rank and file employees should also apply at the top.'

Mr Miller commended the SABC for adopting an apolitical stance — but lashed out at it for 'not practising what it preaches'.

Mr Esterhuyse explained that it would be in order for staff members to take out political party membership but not stand on committees or for election.

They would be allowed to attend political meetings as observers but not to take part in proceedings.

The organisation was a public body which distanced itself from particular affiliations.

'Police File' rejects appeal on missing man

By JERRY McCABE

POLICE FILE, the highly successful crime-combating television programme, has refused to broadcast an appeal for help in tracing a missing former detainee, Sipho Mtimku.

Mr Mtimku disappeared on April 14, several months after being released from detention.

After his release he had been found to be suffering from thallium poisoning and he had instituted a R150 000 damages claim against the Minister of Police.

His mother, Mrs Joyce Mtimku, of Zwile, recently wrote to the presenter of *Police File*, Mr David Hall-Green, who referred her to Lieutenant Fred Peach, the

programme's liaison officer.

In a letter to Mrs Mtimku, Lt Peach said he was unable to place her appeal for help on the programme "due to the fact that the programme is exclusively for unsolved cases handled by the police."

Mrs Molly Blackburn, MPC for Walmer, said today she found Lt Peach's reply to Mrs Mtimku "extraordinary".

"I have had discussions with the police on the events which happened on the day before Sipho's disappearance, and in fact gave them a full statement on the telephone calls received from Sipho on April 14 by my cook and my receptionist at the office."

"Can the communication between police departments be so bad?" Mrs Blackburn asked.

Lt Peach, formerly a top murder and robbery squad detective in Johannesburg, told the Evening Post today that *Police File* no longer broadcast appeals for help in tracing missing people.

"It has to be a criminal case before we can consider an item for broadcast," he said.

Lt Peach said the programme already had a backlog of 10 months on criminal cases and this had been the reason for stopping broadcasts on missing persons.

"The programme is only 10 minutes long and after the introduction and logo we are left with only nine minutes and 15 seconds," he said.

Since its introduction *Police File* has enjoyed considerable success in solving criminal cases.

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'No comment' says SABC on probe

TV Editor

IT WAS a case of "hands off" at the SABC's headquarters in Auckland Park yesterday when the Rand Daily Mail telexed a set of questions concerning the internal investigation taking place there at the moment.

The investigation, by independent auditors, was called for by the Minister of Foreign Affairs and Information, Mr Pik Botha, when allegations of "favouritism" came to his attention.

At first the allegations concerned staff members having their scripts accepted while outsiders were getting rejection slips.

Then came the news this week that two staff members, Mr Michael Steenekamp, head of Afrikaans TV1, and Mr Fredrich Stark,

head of Afrikaans magazine programmes, had formed a company — Karee Films — without first getting permission from the corporation. They made a film for the SA Lumber Millers' Association for which they were paid between R50 000 and R60 000.

The film was screened on SABC-TV1 last month.

On Wednesday the Mail telexed questions to the SABC. Among the questions were.

- How many private film and recording companies in South Africa does SABC-TV do business with?
- What positions did Mr Steenekamp and Mr Stark hold at the SABC when they made the film on wood-frame houses?
- Whose equipment did they use?
- Did either of them have any say in accepting or rec-

ommending the film (or any films) for screening on SABC-TV?

● Did they make this film in SABC time?

● Who at the SABC chooses programmes for screening?

● What was the corporation's policy before the present investigation concerning staff members submitting "freelance" programmes or scripts?

● How many films has Mr Steenekamp made for SABC-TV?

● How many SABC staff members have interests in private film companies or production houses?

The corporation's reply reads: "Re your telex 28-9-82.

The investigation by the external auditors is still in progress and we cannot pre-empt the process by answering the detail questions in your telex".

Post Correspondent

JOHANNESBURG — The SABC refuses to allow Bophuthatswana to transmit its own proposed TV service to its people in South Africa because it feared it would lose most of its white viewers, says President Lucas Mangope.

A television service beamed from the homeland would create a competitive and second channel for white viewers and this would drastically cut the revenue SATV gets from advertising.

SATV English programmes are watched by 87% of Afrikaans-speaking viewers, but only 13% of English speakers watch Afrikaans programmes.

This lies behind the dispute between South Africa and Bophuthatswana over the TV service which the independent homeland wants to establish.

If Bophuthatswana were to transmit English programmes to South Africa, the SABC-TV Afrikaans

No homeland TV 73/12/82 326 E.P. + 'because of fear'

service would probably lose even more viewers.

Since TV advertising fees are based on the number of potential viewers for any particular advertisement, any loss of viewers could seriously affect SABC's TV1 advertising revenue, estimated to run at about R120 000 a night.

An advertising consultant said: "The possible effect of a competing channel transmitting English programmes would be calamitous for TV1 advertising revenue."

South Africa holds the whip hand in the dispute, as Bophuthatswana is not recognised internationally and South Africa controls the broadcasting frequen-

cies in this part of Southern Africa.

In the face of a wall of silence from the South African authorities, President Mangope alleged last week, during the country's fifth independence celebrations, that South Africa wanted English and Afrikaans programmes broadcast at the same time by South African and Bophuthatswana stations.

He said Mr Barend du Plessis, Deputy Minister of Information, feared that if this were not done, the majority of viewers would switch to Bophuthatswana English TV programmes.

Mr Du Plessis refused to discuss the issue.

He said: "The South African Government regards the negotiations as confidential."

SATV spokesmen were not available for comment.

The English and Afrikaans SABC ratings are compiled by advertising consultants, using figures published by the All Media Products Survey and the SABC.

English programmes attract many more viewers than Afrikaans programmes, with average ratings substantially higher for English programmes. It was also established that nearly all Indian viewers switched off their sets during the Afrikaans service.

Now the good news for telly movies in '83

ITV BEATS EQUITY BAN

326
S. Tildes
Jan 1983

SABC-TV has found a way to beat the Equity film ban, and there's nothing the British actors' guild can do about it.

An SABC spokesman said yesterday viewers can expect a far better service with top British material.

The loophole lets the SABC buy British films and programmes originally made for the cinema. Equity's agreement with the BBC and ITV, Britain's two major television networks, stipulates only that television programmes cannot be sold to South Africa.

Since New Year's eve SABC-TV had shown three British films — *Big Wheels and Sailors*, *Dark Waters* and *The Project* — all of which were made for cinema screening and put the SABC in the clear as far as Equity was concerned. Mr. PW Plouvier, Equi-

ty general secretary, said South Africa has been able to see British cinema films on television because Equity has been unable to negotiate any clause on South Africa with the film producers. "The film industry, as everyone knows, is of an international nature dominated in practice by the USA, and, although the policy of the Screen Actors' Guild (Equity's US counterpart) is exactly the same as ours in relation to South Africa, they can't achieve their agreement with the film producers and we haven't been able to achieve an agreement with ours."

But Mr Plouviez added: "When next we negotiate the film production agreement, we will attempt to get a clause in it on South Africa. We got it on television films, but we have never been able to get it on feature films."

Asked if Equity had the will to do something about the loophole, he said: "We are bound to try, yes, because our members voted for that when they voted for the refusal to extend television agreements to cover South African television."

"So we are bound by referendum to attempt to get the film agreement amended. But we can't do anything until we next negotiate the agreement."

He said it would be foolhardy of him to pretend that this would be an easy matter. Most films in Britain were made either with American money or were dependent on American distribution and American film producers had resisted for 60 or 70 years any attempt by their unions to interfere with what they did with the films made.

A spokesman for the British Film Institute said *Big Wheels and Sailor* was made in 1979 for the Children's Film Foundation. It was originally made for cinemas. *Dark Waters* was made in 1980, as was *The Project*, and both of these were also made for cinemas.

"All I can say about these three films is that they have all got British Board of Film Censors certificates on them which means they were passed for screening in the cinema."

SABC-TV's Press liaison officer, Eric van der Merwe, said the SABC bought whatever was suitable, available and offered to them.

By JO TYLER and Tribune London Bureau

"We buy films wherever we can get them. If we can buy them in England, we do."

"Even if the films we buy fall under the Equity ban, they placed the ban in the first place and it is up to them to administer it. As it was, the films we showed recently did not fall under the Equity ban. They were made for the cinema and Equity had no say in the matter."

"You can certainly look forward to really good stuff this year."

Some of these include *Wuthering Heights* starring Laurence Olivier and David Niven; *THE Belstone Fox* starring Rachel Roberts; *The Demi Paradise*, starring Lord Olivier again and Penelope Ward and *Billy Budd*, starring Peter Ustinov.

Mangope plans own TV service

326

By Frederick Clear
Star 5/3/83

WR

Bophuthatswana is planning to launch a television service by January 1984.

This was confirmed yesterday by the office of President Lucas Mangope in Mmabatho.

Mr. Henry Howell, chairman of the Bophuthatswana Advisory Broadcasting Board, is to plan the service, which will probably go out in three languages — Tswana, English and Afrikaans.

But there has been some dispute with the South African Government over the times of transmission of Afrikaans and English programmes.

As it is not recognised internationally as an independent state, Bophuthatswana depends on South Africa for a television frequency.

Companies wait to tender

Major firms eye Tswana TV service

9/3/83
326
RNDH

By PATRICK LAURENCE

SEVERAL big South African companies have expressed interest in Bophuthatswana TV, due to be launched in January 1984, and are certain to respond positively when it asks for tenders for the programming and marketing of its service.

Inquiries made by the Rand Daily Mail yesterday showed that companies holding shares in the Bophuthatswana radio station, Channel 702, are certain to want a share in Bophuthatswana's new TV station.

Mr Henry Howell, chairman of the Bophuthatswana Advisory Broadcasting Board, has said: "We are battling to meet the target date (of January 1) set by President Lucas Mangope and we are preparing to invite people to tender for the programming and marketing of the service."

Companies which hold shares in 702 are Kirsh Industries with 40%, Southern Suns with 20%, and the newspaper companies — South African Associated Newspapers, Argus, Nasionale Pers, and Perskor — with 5% each.

Mr Natie Kirsh, chairman of Kirsh Industries which, besides being the biggest shareholder in 702, also administers the radio station, said: "I would love to have the whole television station, but I can't say much because I haven't been approached yet."

Mr Issie Kirsh, managing director of Channel 702 and brother of Mr Natie Kirsh, said: "Sure we are interested in the TV station — we're in the communication game."

He added: "However we have not yet seen any documents asking for tenders and it's difficult to make any decisions on something we do not know about. I would like to see something before I make any further comment on our interest in the new station."

A spokesman for Southern Suns said: "Mr Sol Kerzner, speaking from New York, said

Southern Suns were not prepared to make any comment on anything regarding the TV station to the Press."

Southern Suns has a significant stake in the Bophuthatswana-based entertainment complexes at Sun City and Mmabatho and has had a close business relationship with Bophuthatswana since its independence in 1977.

Mr Clive Kinsley, managing director of SAAN, said: "Of course we're interested. But we haven't heard or seen anything yet. The first time I learnt of any new developments was from a Press report this week."

Mr Hal Miller, managing director for Argus, said: "We have been approached (for tenders) but so far we have not seen any documents." Asked whether Argus was interested in the new TV station, he said: "No comment."

Top management officials at Nasionale Pers and Perskor could not be contacted for comment.

The new TV service will be beamed into the densely populated PWV industrial complex in Bophuthatswana's three languages — English, Afrikaans and Tswana.

President Mangope confirmed an earlier report in the Mail that an attempt was being made by South African officials to limit the number of English and Afrikaans programmes broadcast by Bophuthatswana TV.

But, he added, the attempt to impose a quota on the time devoted to English and Afrikaans was apparently being made in contravention of an agreement he had reached with the Prime Minister, Mr P W Botha.

Moves to restrict the amount of English and Afrikaans on Bophuthatswana TV spring from fears it may attract viewers — and thus advertising revenue — away from SABC TV.

President Mangope told the Mail: "I may just add that this question of language doesn't feature in my agreement with the South African Prime Minister. We are agreed that we have the right to reach our people."

Cape Herald 26/3/83 (326)

TV show left out chunks?

PROFESSOR Jerry Coovadia of the Natal Indian Congress claims that the SABC cut his sentences in mid-stream and left large chunks out of what he had actually said when they interviewed him on the Government's constitutional proposals for their special Sunday night news focus.

Professor Coovadia says that he had been interviewed for 30 minutes

but only short snatches had been broadcast on Sunday.

"Throughout the programme my answers were interrupted in mid-stream and very large chunks were left out. It was done in such a way that I cannot say that my views were distorted — but I can say that in the end the true meaning of what I said did not come out," he said.

Throughout the programme the two people who spoke out against participating in the proposed three-chamber

parliament, Professor Coovadia and Professor Jakes Gerwel of UWC, were given considerably less air time.

The panel were asked to speak on recent acts of violence with reference to the African National Congress. On this question, the entire comment of Professor Coovadia was axed from the programme. Almost the entire panel slammed the violence.

According to Professor Coovadia he told Cliff Saunders, who did the interview, that one could not look at the ANC in isolation. He said that one had to realise that the ANC waged its struggle non-violently until that avenue was closed to them.

STATEMENTS

Commenting on statements made by Mr David Curry, chairman, and the Rev Allan Hendrickse, leader of the Labour Party, Professor Coovadia said that the Labour Party did not have a mandate to decide to enter the three-chamber parliament.

He slammed the "scientific surveys" being carried out at the moment.

He said: "One cannot gauge the feelings of the community unless all the voices are heard on the topic facing the people."

The programme's presenter and compiler Cliff Saunders, said there were no motives for leaving out most of Professor Coovadia's interview.

CLEAR

He said that all the interviews lasted for about 30 minutes and he made it clear to all the interviewees that not every

thing would be broadcast.

He said that he felt he was successful in gauging the feeling of the "coloured" and "Indian" people.

Millions may get new channel next year

HOPES RISE FOR BONUS TV

By IOR WILKINS

AN EXTRAORDINARY battle of the airwaves — which will determine the variety of television programmes received in millions of South African homes — has been raging between South Africa and BophuthaTswana.

At stake is whether more than four-million viewers in the Pretoria-Witwatersrand-Vereeniging area will be able to receive an alternative channel transmitting the best American and European shows.

A language struggle is at the core of the dispute over the multi-million rand BophuthaTswana TV project.

The BophuthaTswana Government insists on the right to broadcast television in English, Afrikaans and Tswana.

South Africa, apparently anxious to protect the SABC monopoly, has been insisting that only Tswana broadcasts should be allowed.

This would drastically limit the BophuthaTswana TV station's viewership and cripple its ability to attract major advertising revenue.

Indications are that the dispute between Pretoria and Mafikeng has been settled and viewers may be able to switch on to the new channel early next year.

An announcement is expected this week.

The battle brought into question the extent to which homelands really are able to exercise the independence South Africa insists they take.

Business

The plan is that BophuthaTswana will build the broadcasting centre and studio and put the TV franchise out to public tender.

It is understood large South African business interests are directly involved.

The battle for the airwaves has been raging since last year, but indications are that it is at last approaching resolution.

If so, BophuthaTswana's repeated public statements of a TV service by next year might be viable.

The bulk of the proposed advertising for the new station would come from South African concerns eager to pick up on an independent commercial TV beaming into the Witwatersrand.

Advertising time on the SABC is already oversubscribed and an alternative independent TV medium would have a large potential market.

'Absurd'

But this would depend heavily on the proposed station being able to transmit in English and Afrikaans.

A senior source in BophuthaTswana said this week: "The South African demand for Tswana-only broadcasts is absurd, particularly when you consider that the constitution of BophuthaTswana recognises three official languages."

These are English, Afrikaans and Tswana.

"Is South Africa really going to dictate to us as an independent state what languages we are allowed to use?" said the source.

For BophuthaTswana, the problem has been that South Africa is in a position to prevent the homeland from having a TV station at all.

Because BophuthaTswana's independence is not internationally recognised, it cannot be allocated a TV wavelength in its own right by the international licensing agency in Geneva.

This means it will have to be allocated a wavelength by South Africa.

On Monday this week, South African and BophuthaTswana government representatives met once again to try to overcome the wrangle — and the indications afterwards were that good progress had been made.

It is believed South Africa has acceded to BophuthaTswana's demand for a trilingual TV service, although the terms of the agreement are not known.

It is regarded as likely that it would have come at some price to BophuthaTswana, and the conditions imposed

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and Ecuador, with populations expanding at more than three percent a year, a two percent economic growth rate will produce steady declines in incomes and living standards.

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If an economic growth rate of two percent a year became the new norm, then the 2.1-billion people living in countries with population growth rates of two percent or more — nearly half the world's people — faced stagnation or decline in incomes.

Countries where the threat of falling incomes is greatest are those where populations are expanding at three percent or more a year.

These 23 countries, almost all

in Africa, the Middle East and Central America, have a combined population of 394-million.

Within this group, countries with exportable surpluses of oil will be tempted to neglect population policy, and their populations will continue to multiply rapidly, sustained by the imported resources of oil exports.

"In many countries, reducing the birth rate rapidly enough to avoid a decline in living standards will require a Herculean effort — the constant attention of political leaders," the study said.

There have been some successes. Of the countries that have quickly reduced birth rates, China is both the largest and best-known.



DENNIS WORRALL
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SAA scales down Harare link

By ANTHEA TASKER

SOUTH African Airways will be using smaller aircraft for the Johannesburg-Harare connecting flight from Australia starting on April 1.

The connecting service will not be completely removed as previously reported after a statement by the Minister of Transport.

Mr Andries Steyn, public relations officer for SAA, said that the present service between Johannesburg and Harare would just be "altered".

He said: "Instead of the airbus, SAA will be flying a Boeing 737 to Harare. The 737 seats 117 people."

The decision had been made for "economical reasons".

The Australia/Harare flight was not as popular as the SAA direct flight, and the airbus was not being filled.

From April 1 the flight will leave Johannesburg for Harare at 4pm on Sundays.

The flight is still planned to connect with the Qantas flight to Australia.

"We expect that from May 1, when there will be only one SAA flight to Australia a week, that the number of Qantas passengers to Harare will pick up."

He confirmed that SAA had made an offer to Qantas to use the Boeing 747 SP, which seats 250 passengers, rather than the Boeing 747 SB seating 340, on its flights to Australia.

"But the offer was not acceptable to Qantas."

From May 1 to October SAA will operate only one flight to and from Australia each week.

In October Mr Bob Hawke's Government will decide whether to increase flights.

New TV channel to beam to SA

□ From Page 1

are expected to be fairly tough.

But, the BophuthaTswana source said: "It looks like we are getting somewhere."

"I think the problem has been resolved. Perhaps the South Africans have had a rethink about the full implications of the matter."

This was understood to be a reference to BophuthaTswana's leverage in the whole affair, which would be to set up a howl about how hollow its independence was if language rights enshrined in its constitution could be interfered with by South Africa.

Progress

The Deputy Minister of Foreign Affairs and Information, Mr Barend du Plessis, who has been conducting the South African side of the negotiations, said in response to Sunday Times inquiries:

"I confirm there was a meeting on Monday and I believe progress was made."

"But, until such time as agreements have been finalised, there will be no further comment as is customary in negotiations between two countries."

Official comment from the BophuthaTswana side can only be made by Mr Amos Kgomoengwe, Minister of Works and chairman of the special Cabinet committee that has been dealing with the TV question.

All he would say this week was: "An announcement will be made on Wednesday. We are still waiting for some final answers from South Africa."

Infuriated

He refused to respond to any further questions.

Early this year, BophuthaTswana Cabinet Ministers began to announce publicly that its own TV service would be on line by January next year.

The service would be commercial and viewers in the Witwatersrand area would be able to tune in.

According to reliable information, this infuriated the South African Government, because it was seen as a move to steamroller the behind-the-scenes negotiations which were virtually deadlocked over the language dispute.

Another question that is understood to have exercised the South African-Bophutha-

farmers want action imported spirits



consumer to buy the local product.

Hence spirit drinkers are turning to price-competitive whisky which also enjoys an upmarket image.

The heart of this under-consumption problem lies in protected over-production: farmers are assured that whatever they produce will be bought at the minimum wine price or higher.

It is a foregone conclusion that this inquiry will be used to propose exactly such measures.

By whatever means the Government will increase the cost to the consumer of imported spirits.

This is the true significance of the Cabinet's response to the Competitions Board inquiry into monopolistic practices in the liquor industry.



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Another question that is understood to have exercised the South African-Bophutha-Tswana TV negotiations is censorship.

Robust

Bophutha-Tswana's censorship laws are more relaxed than South Africa's and the prospect of Witwatersrand viewers being able to tune-in to spicier fare than the straitlaced SABC offerings was cause for concern.

Apart from the South African political considerations — there is a powerful alliance of conservative political and church interests guarding against censorship relaxation — there was the question of commercial attraction.

Advertisers go for viewership and more robust viewing on an independent station might provide a powerful temptation for large numbers of Witwatersrand dwellers.

WORRALL speak up"

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VILLIERS

brandy and is no longer alive to the

consumer to buy the local product.

Hence spirit drinkers are turning to price-competitive whisky which also enjoys an upmarket image.

The heart of this under-consumption problem lies in protected over-production: farmers are assured that whatever they produce will be bought at the minimum price or higher.

They have no intention of altering this system since it works in their interests.

So they are calling for protectionist measures to restrict the importation of price-competitive imported spirits.

It is a foregone conclusion that this inquiry will be used to propose exactly such measures.

By whatever means the Government will increase the cost to the consumer of imported spirits.

This is the true significance of the Cabinet's response to the Competitions Board inquiry into monopolistic practices in the liquor industry.

The reply of Dr Dawie de Villiers, tabled last week, rejects virtually all the findings of the Government-appointed Competitions Board, and chooses instead to pander to the interests of wine farmers and the KWV.

over liquor monopoly

By NORMAN CHANDLER

board was convinced that it (a monopoly) was not justifiable in the interests of the public ... It was, in fact, recommended that CWD be disbanded in order to relinquish its approximate 92 percent market share in the fields of supply and distribution of wine and spirits.

Tolerate

"Instead, the Minister, Dr Dawie de Villiers, has

has been and the country not to liquor

needed this recommendations Board to giant, Distillers ejected by

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Star 29/3/83

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'Sabotaged' documentary presents bleak picture

SA labour issues hit US screens

By Neil Lurssen,
The Star Bureau

WASHINGTON — Next week an estimated 10 million US viewers will see an hour-long television documentary on South Africa's black labour unions — and it seems likely to add momentum to the growing disinvestment movement here.

The documentary, produced for ABC Network Television, presents a bleak picture of determined trade unionists — harassed by the police and often facing employer resistance, but aware of the potential power that blacks possess through providing 80 percent of South Africa's labour.

It will be broadcast nationwide next Friday evening.

Already, however, the documentary has been given wide publicity, mostly through a claim by its producers that about 4 000 m of film was deliberately sabotaged, the film fogged and some of the sound tape ruined.

CREDENCE

The film had been flown from Port Elizabeth to Durban and from there to New York. Outside tests, claim ABC, found it was subjected to a case of deliberate and methodical sabotage.

A Press preview shown this week indicated that if the claim of sabotage was true, it was a futile effort

A US television crew recently visited South Africa, and returned home with a hard-hitting documentary on SA labour unions, claiming the film had been sabotaged. Next week about 10 million viewers are expected to see the programme, which could mean a setback to investment in South Africa.



US viewers received a bleak picture of South Africa's determined black trade unionists... harassed by the police and often facing employer resistance, but aware of the potential power that they possess.

curity Police", the film takes on an orange tinge, with the background voice explaining it has been sabotaged.

Even had the film been made by the fiercest anti-apartheid activists, they would not have been able to devise a more effective moment.

stakes in what is happening there. It holds minerals strategic to our industries and to our defence needs. American companies

have invested there widely.

"But more, the rising struggle in South Africa is finally about our own oldest demo-

cratic beliefs — human rights, human dignity.

"We have seen, in other places, the consequences of violent upheaval. In South Africa it could drag in all of Africa. But one way or another, deep change there is certain — it will come."

IMPACT

One sequence which seems certain to make an impact here is an interview with white mine union leader Mr Arrie Paulus. Mr Paulus says: "If you work with blacks, not only underground but anywhere, you can see that the white is far above the black."

Asked how he views the black worker in the South African economy, Mr Paulus says: "Well, as I said, we feel that in white South Africa we must make a differentiation; that they can only do the work we, as whites, want them to do. That's how I see it."

And asked how far white mineworkers would carry the battle against the black labour movement in the mines, Mr Paulus says: "No comment."

At one point the commentator says: "The rise of the black trade union movement... could ultimately transform the face of South Africa itself."

Dudley Horner & Alide Kooy, 'Conflict on South Af

Jonathan Myers, 'Asbestos and Asbestos-Related Di

June 1980.

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A Press preview shown this week indicated that if the claim of sabotage was true, it was a futile effort because the damaged sequences actually add a touch of drama to the documentary, lending credibility to its portrayal of a ruthless white power structure willing to take repressive steps to retain control.

One of the damaged sequences depicts a meeting of the Motor Assemblers and Component Workers Union (Macwusa) in Port Elizabeth.

As the commentator's voice describes the union's strong black support and its openly political struggle, which has "met with harsh reprisals from South Africa's Se-

curity Police", the film takes on an orange tinge, with the background voice explaining it has been sabotaged.



US viewers received a bleak picture of South Africa's determined black trade unionists ... harassed by the police and often facing employer resistance, but aware of the potential power that they possess.

curity Police", the film takes on an orange tinge, with the background voice explaining it has been sabotaged.

Even had the film been made by the fiercest anti-apartheid activists, they would not have been able to devise a more effective moment.

The documentary claims that hundreds of unionists have been arrested and some tortured. It discusses at length the death of Dr Neil Aggett and shows scenes of his funeral.

"But police repression has not stopped the black union movement in South Africa," it says. "In four years, membership has soared to over 300 000 workers."

The commentator, Mr Marshall Frady, who was with ABC's production team in South Africa, tells US viewers: "However distant South Africa seems, we have serious

stakes in what is happening there. It holds minerals strategic to our industries and to our defence needs. American companies

have invested there widely.

"But more, the rising struggle in South Africa is finally about our own oldest demo-

cracy."

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9. Dudley Horner & Alide Kooy, 'Conflict on South Africa', June 1980.
8. Jonathan Myers, 'Asbestos and Asbestos-Related Diseases', June 1980.

From Page 1

MOLL ON THE RUN

passport in his name, he said: "Do you think it worries me if they take the others away?" — a reference to the disclosure in court that he had three different Australian passports.

"They are nothing to me and I can go to Holland whenever I like on this passport.

"My lawyers petitioned the Dutch court direct for this. They don't give them away easily but I got it because the Dutch accept my claim that I was being hounded all over the world without any legal basis."

During the trial Moll refused to answer questions about his international diamond deals and he confessed to defrauding the British and Australian Government, but he refused to give details of his massive tax avoidance schemes which partly involved the diamond deals and the illegal movement of currency.

Brigadier Hennie du Plessis, the CID chief in northern Transvaal, said police were not looking for Moll.

"It is a civil matter and no complaint has been lodged with us."

Quartermaine's lawyer, Mr Keith Maisels, said Moll had not technically committed a criminal offence. He said once judgment was delivered Moll was obliged to pay the R500 000 immediately.

"But he has deliberately absented himself from us to evade payment. We can now automatically declare his estate insolvent."

"We are moving to hold an inquiry into the estate and will subpoena his accountants and ex-wife whom we believe is in possession of certain assets."

"We know, too, that he

Apartheid TV is a switch off for blacks ...and ethnic services have lost millions

Tribune Reporter

TELEVISION apartheid in South Africa is turning out to be a costly exercise.

And almost as many black people watch TV 1, which is meant for whites, coloureds and Indians, as they do their "own" separate services on TV 2 and TV 3.

The SABC's research shows 47.3 percent of all black viewers watch TV 1, instead of, or as well as, the two ethnic services.

While more than 82 percent of the 4.6 million who watch television every day in South Africa watch TV 1 transmissions, the two expensive black services, which are a drain on SABC finances, attract 978 000 viewers between them.

If market considerations, as opposed to ideological motives, determined what sort of service should be transmitted every day, it is clear that two television channels appealing to all South Africans would have greater viability.

This is precisely the marketing strategy which the new Bophuthatswana TV wants to adopt — if, of course, the South African Government allows it to have transmissions in English, Afrikaans and Tswana.

The details of the viewing patterns on SATV are contained in the SABC's annual report which has been tabled in Parliament.

TV 2 and TV 3 have cost a fortune to establish.

The SABC wrote off nearly R42 million in 1981 for TV 2 and TV 3 and provided a R24 million reserve fund for losses in the same year.

Last year there was no reserve fund, but the report makes it clear the two black services are a drain on its finances.

The SABC board said the general financial position of the corporation was sound but that a deficit for TV 2 and TV 3 "had put great pressure on the sources of income of the Corporation".

It said the capital value of the necessary apparatus and buildings, as well as the erection of ten more TV transmitters for the separate TV 2 and TV 3 services, was "about R40 million".

The net losses on the black services were not reflected in the report, but the board said that income from advertisements, which were completely sold out, totalled R16.3 million.

In contrast to this, TV 1 earned R87.8 million from advertisements and "the total available advertising time was fully taken up".

Now more rape victims seek help

Tribune Reporter

THERE was a 50 percent increase in the number of rape survivors seeking help from Rape Crisis centres throughout South Africa last year.

At some Rape Crisis centres, nearly 50 percent of cases dealt with were children under the age of 16 years.

This emerged from the annual national conference on Violence Against Women being held this weekend in Pietermaritzburg and attended by more than 40 delegates from eight centres throughout the country.

One thousand cases were dealt with by the various centres.

In Pietermaritzburg last year, 47 percent of victims were 15 years old or younger. About 20 percent were between 16 and 20 years

old. The youngest victim was five years old and the eldest 73. Four of the victims were male.

According to Pietermaritzburg's annual re-

port, 83 percent of cases where the race of the assailant was noted were within the same race group.

A statement issued by the conference said the number of rape cases dealt with last year represented "only the tip of the iceberg".

Four held after picket protest

By Lesley
Friedman
Foreign Service

Really

(S) 8 Jan 12/4/83

New TV service to have three languages

Own Correspondent

The South African Government has agreed to the proposed Bophuthatswana TV service broadcasting in three languages.

Mr Mmutle Amos Kgomongwe, chairman of the Bophuthatswana Government's special committee on radio and TV, said the agreement was reached at a high-level meeting between South African and Bophuthatswana Government officials last week.

"Now our new television service will be beamed into the Pretoria-Witwatersrand-Vereeniging area in our three official languages: English, Afrikaans and Tswana," said Mr Kgomongwe.

He said members of his government's special committee on radio and TV would meet today to finalise details of the proposed TV service.

"We will release a statement later today."

The planned Bophuthatswana TV service would broadcast from Garankuwa, about 30 km north of Pretoria.

The Bophuthatswana Government has set aside more than R30-million for the building of new television studios in the township.

Work on the new TV studios is expected to start mid-year.

The Bophuthatswana Government has set January 1 1984 as its operational target date.

The government will soon start with the training of staff for the proposed TV service.

April 23, 1983

3

TV 'has altered life in SA

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Pretoria Bureau

THE South African Broadcasting Corporation had begun investigating how to use television to meet the vast challenge in the field of informal adult education, the SABC's Director-General, Mr Steve de Villiers, said yesterday.

Speaking at the University of Pretoria's graduation ceremony, he detailed the development of television services in South Africa and said the medium had "unlimited educational possibilities".

"The De Lange Report again stressed the importance of providing education, especially in our black communities, and underlined the important role radio and television could play in this regard", Mr De Villiers declared.

In the last quarter of 1982, almost 6 000 000 adults in South Africa had watched the three TV channels of the SABC, he said.

The advent of television had greatly altered the South African lifestyle — "So much so that we can now refer to a South Africa before and a South Africa after television".

The growing video industry had opened the door for greater use of television in other areas, such as home entertainment, Mr De Villiers said. The seed of a new television culture had already been sown in South Africa.

Mr De Villiers added that the "information revolution" would place much pressure on local talent to produce material as good as that imported.

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Stopwatch probe exposes SABC-TV's political bias

BLASTING forth from beneath headlines such as "The bias of the SABC," "Political colours for sport" and "Government has the aces," I have often written in recent weeks that the SABC television service is nothing more than a blatant propaganda arm of the National Party.

Opposition parties, too, have — in the run-in to the by-elections — been making more frequent condemnations of the SABC's bias.

Even the Conservative Party, until most recently enthusiastic defendants and beneficiaries of this situation, are raising their voices in (ironic) protest.

Clearly, when you are on the wrong side of the political fence television becomes a powerful and threatening force to be reckoned with.

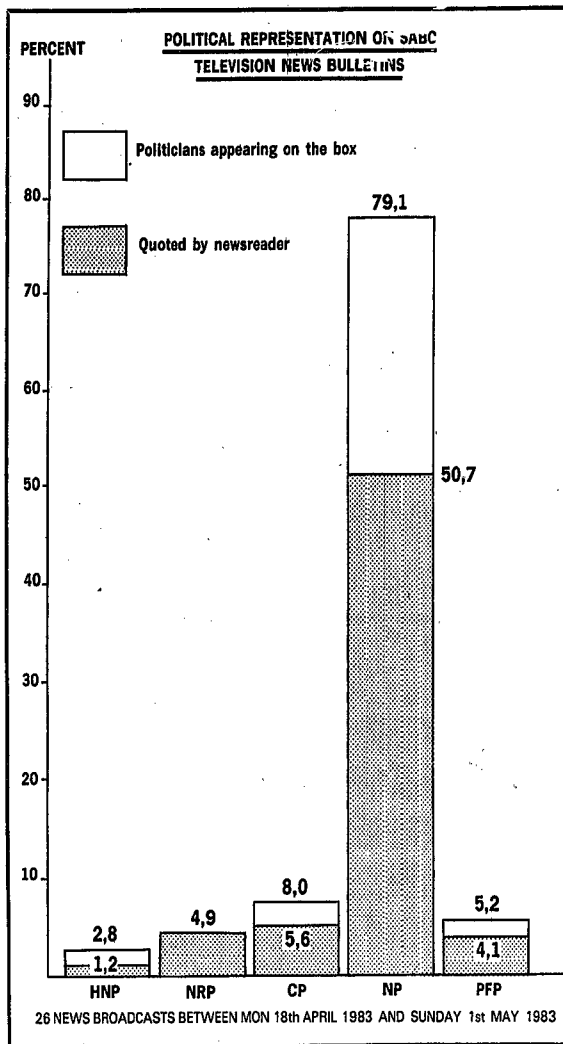
In order to measure political representation on the SABC-TV news, I monitored every 8pm and late-night news broadcast between Monday April 18 and Sunday May 1.

This entailed controlling a set of stopwatches and keeping a record of every second of time devoted to statements or actions of representatives of the various political parties.

At the same time, various other factors were recorded ... the ratio of local and foreign news, the amount of footage or reportage used to back up the newsreader, the percentage of news-time devoted to sport and so on.

This content analysis is thus based on 26 news broadcasts over a two-week period ... totalling 30 012 seconds, or eight hours, 20 minutes and 12 seconds of air time.

Some 28% of this total — 8 414 seconds (two hours, 20 minutes, 14 seconds) — were devoted to



BEHIND THE BOX
By GREG GARDEN

tions regarding this type of statement in the light of the above statistics to others.

Further statistics of importance have come to light in my study:

- It should be noted that two items have been excluded from the analysis.

These are a 56-second item on the 8pm Afrikaans news of Monday April 25, in which the Rev Allan Hendrikse was seen in connection with the resignation of the Labour Party from the Black Alliance.

A slide of P W Botha occupied the screen for 10 seconds during this item.

- The second is a 49-second item broadcast on the 8pm English news of Thursday April 28, in which Chief Gatsha Buthelezi was seen and heard addressing the Durban conference of cost and management accounts.

Besides the latter not being considered a political item for the purposes of this study, these are the only two non-Parliamentary political figures being the subject of SABC-TV news.

- No National Party MPs were quoted or appeared on the news broadcasts.

With the exception of a single, 26-second introduction to 41 seconds of Eben Cuyler, NP candidate in Waterberg, in the April 27 Election Review, only Cabinet Ministers and deputy Ministers were the subject of National Party news items.

Outside of matters directly concerning the by-elections, this is fur-

National Party. It seems almost inconceivable that during a two-week period the official opposition did not feature in the Election Review whatsoever.

Other interesting facts to emerge from the analysis include:

- Local news — that is, news related specifically to South Africa — made up an average of 68,3% of each news bulletin.

This includes the political matters analysed in the main sample.

- Foreign news — which included news concerning Zimbabwe, Lesotho, Swaziland and Botswana, but not the "independent states" of South Africa — made up 16,1% of news time.

- Sports news constituted a total of 15,6% of news time.

- The statistics also show that the late news is not merely a shortened rehash of the earlier bulletin.

Whilst many of the items are repeated, the 12 late night bulletins monitored contained an average of five-and-a-half items which had not been part of the 8.00pm newscast.

The figures range from a high of 11 new items out of a total of 14 on the late news of Friday 22 April, to a low of only two different items out of 12 on Saturday 30 April.

- Of the 394 items of reported news in the two bulletins (excluding the Election Review), 273 were accompanied by footage or introduced by a

political matters of concern to the five parties, all of which are contesting at least one seat in the by-elections.

It is this sample on which the results of this content analysis are based.

The most disturbing result of the study is quite clearly that, during this politically crucial period — as represented by a total, two-week sample of the National Party commentary, the Party commanded 79.1% of air time devoted to political matters.

The official opposition of the country received a trifling 5.2% — one-fifth of that received by the Nats — and the Conservative Party 8.0%.

The bar graph shows dramatically the extent to which the SABAC favoured the National Party.

An interesting factor in these statistics is the balance between a politician's television and being quoted by the newsmaster.

The clear section of the bars represents appearances by politicians and the shaded section shows the extent to which they were quoted.

One clearly and obviously, PJP spokesman on the media — David Dalling — was quite correct when he asserted early in

SABC-TV NEWS ELECTION REVIEW

PARTY	APPEARANCE BY SPEAKER	SEENER QUOTED	PERCENTAGE TOTAL
NATIONAL	20.0	37.3	57.3
PROGRESSIVE	0.0	0.0	0.0
CONSERVATIVE	3.1	9.8	12.9
NEW REPUBLIC	0.0	11.7	11.7
RESISTANCE	4.4	7.7	12.1

10 Components of late night news bulletins between 15th April and 1st May, 1983

principles at an election meeting in Waterkloof. These had been carefully edited together from an obviously much longer speech.

On the 8pm news of Saturday April 23 (which started at 8.10pm), Mr Botha was allowed to appear on the screen saying that the National Party's constitutional proposals will have given "freedom to people without one single shot being fired or one drop of blood being spilled."

None of the other party leaders were quoted or shown making any major policy or principle statements.

Close behind the Prime Minister were PJP and Mr Botha and F W de

● In total, Cabinet Ministers appeared on television 38 times, compared with the 10 times of all the opposition spokesmen combined.

● During this period, the leader of the Opposition, Dr Hendrik Verwoerd, appeared once and the leader of the Conservative Party three times.

Even the leader of the Herstigte Nasionale Party, which is not represented in Parliament, appeared more than Dr Slabbert... Jaap Marais was seen twice.

These facts alone are devastating enough to justify a call for a full commission of inquiry into the television service.

The SABAC is responsible to the Minister of Foreign Affairs and Information. In its latest Annual General Report (which will be tabled in Parliament next week) we find the following: "For the SABAC, bound as it is by its charter to operate outside and above party politics... without the New Services becoming involved in party political manoeuvres."

"The guideline adopted therefore was that reporting on issues should be factual and objective." Let me leave allega-

the evidence of the SABAC using the "official" or Government viewpoint to cloud the party political nature of much of its "news".

In three instances, opposition politicians, Mr and Mrs Miller, of the NRP, and Summan of the PJP, were quoted for the "supreme" Government, or for well-known Government actions.

These items have been included in the statistics as opposition politics although they quite obviously were included in the news as reinforcement of the Nationalist ideology.

The Election Review table refers to the section devoted each week to the night of the week at the tail of the late news to coverage of the by-elections.

Perhaps these percentages show the balance of the SABAC more clearly than any others, for here the delicate balance between Cabinet Ministers carrying out their duties or "creating news" and the true party politics does not play a role.

All five parties are involved in the by-elections, and yet the balance is once again overwhelming in favour of the

news reporter. This 69.3% would seem to point to the efficiency of the SABAC news staff in giving their bulletins a primarily visual foundation.

My mandate in these columns is to literally get behind the box — to examine and debate some of the issues which make television the exciting, challenging and dangerous medium it is — and to look for aspects which may not be obvious on the screen.

In the SABAC context, I have focussed on the South African element of our television service. My slant is, and has always been, that the SABAC must be made — if it is to be held accountable for all that it broadcasts and that, because of State control and the monopoly held by the SABAC, we should be in our criticism of the television service.

This content analysis of political representation on SABAC-TV news was undertaken to remove — once and for all — from the realm of conjecture, the extreme National Party bias of the SABAC.

The results are even more stunning than even I would have ventured.

February that the SABAC is "no more than a straight mouthpiece for Nationalist Government propaganda".

But I don't think that even he (or his NRP counterpart, Brian Page, who is an old campaigner on this score) could have been totally aware of what a parade of Cabinet Ministers the TV news really is.

● Of the 20 Government Ministers, only two — Koornhof and Coetsee — did not receive air time in the sample period. Four deputy Ministers also featured.

● In total, Cabinet and deputy Ministers were quoted or appeared on the television news 94 times in the 14 days of the analysis.

● A new low point in partisanship was reached in the 8pm news bulletin of Friday April 29, when no fewer than 10 Cabinet Ministers were referred to.

Of these, five appeared personally on the box, colour-slides of four others supplemented the reader's quoting of them and the final one was given no visual complement.

● The Prime Minister appeared, or was quoted, 17 times in the 14 days, and on the 8pm news of Thursday April 28 he appeared on the box for a full three-and-a-half minutes laying out eight National Party

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Edm

(526)

Statistics show Nat bias on TV

By PAT SIDLEY

THE Progressive Federal Party's media spokesman, Mr Dave Dalling, yesterday called on the SABC's Board of Governors to resign or disprove the political bias which has emerged from a study done by a member of the University of the Witwatersrand's academic staff.

The survey shows that in the weeks leading up to the May 10 by-elections, SABC-TV has given the National Party almost 80% of its political air time in a series of 26 news bulletins.

The official Opposition has received only 5,2%.

And in Election Review, a by-election round-up which follows the late night news, the PFP was not mentioned at all during the fortnight studied. The National Party was allotted 57% of the time.

The statistics were compiled by Greg Garden, this newspaper's television columnist and tutor in television and film at the School of Dramatic Art at Wits.

Other points to emerge from Garden's survey include:

- Of the 20 Cabinet Ministers only two — Dr Piet Kōornhof and Mr Kobie Coetzee — did not appear during the period under review.
- In total, Cabinet Ministers and Deputy Ministers were quoted, or appeared on the TV news 94 times.
- On one 8pm bulletin no fewer than 10 Cabinet Ministers were referred to.
- In the 14 days covered by the survey the Prime Minister appeared, or was quoted, 17 times.

Approached for comment last night, Mr Dalling said: "I challenge the chairman of the Board of Governors, and members of his Board, to prove beyond doubt that the figures revealed by the survey are substantially incorrect or biased."

Mr Dalling said that in the past three weeks the SABC had swung into full gear in support of the National Party campaign in the May 10 by-elections. Every possible ploy had been used in this goal.

"Virtually every statement made by a Minister, no matter how unimportant or inane, has been given lengthy prominence on radio and TV. Opposition leaders and candidates, when not ignored, have been subjected to disadvantageous camera angles and to all the tricks of the TV trade."

Mr Dalling added that if the board of the SABC had any self-respect or believed in any measure of journalistic integrity it would either rectify what he called a "disgraceful situation" or make way for people who were prepared to manage an organisation which was objective and served the whole community rather than just the National Party and the dictates of Mr Pik Botha.

An SABC-TV spokesman said items for inclusion in both the News and Election Review were selected on newsworthiness.

He said it was obvious that members of the Government were more prolific newsmakers than opposition politicians. The SABC had asked the parties to work out their own formula, "but they will never agree".

He said that in the absence of any agreement, the SABC was not in a position to allocate time to each party.

● SABC-TV's political bias

— Page 11

PFP air-time percentage is set at naught

12 MAY 1983

2,260
S.M.E.

THE ASSEMBLY — The SABC bias in favour of the National Party had increased in recent times, Mr Dave Dalling (PFP, Sandton) said last night.

During the Foreign Affairs and Information Budget Vote, he said the "gross bias" in favour of the NP during the two weeks leading up to the by-elections was no surprise to him because his party had experienced it for years.

"It has grown worse as interference from the Minister and his deputy has escalated.

"The NP can thank God for Pik Botha and his TV toy.

"It is a toy the Minister controls through his board appointments, by his direct or indirect instructions and by his overwhelming position of power.

"And he is doing it for party political gain."

Mr Dalling accused Mr Botha of trying to control and direct programmes by his board appointments.

"News broadcasts during the last few weeks and even 'Verslag' on Monday provide ample evidence," he said.

Mr Dalling said that during that time the NP commanded 57,3 percent

of TV election review time, the HNP 12,1 percent, the NRP 17,7 percent, the CP 12,9 percent and the PFP 0 percent.

"It is a national disgrace," he said.

In news broadcasts on political matters during the same period the NP had had 79,1 percent of the time, whereas the PFP had had 5,2 percent.

Much of what was used from the Opposition was often carefully selected to eliminate critical comment and favoured statements which supported various Government standpoints.

The answer to the problem lay in the first instance in the board's appointments.

"Not only should the board be representative of all communities, but it should reflect the full spectrum of political opinion.

"While the Minister continues to appoint only political soulmates, the rest of South Africa will call in vain for an objective and fair news service," Mr Dalling said.

The Deputy Minister of Foreign Affairs and Information, Mr Barend du Plessis, said it was his department's duty to publicise Cabinet policy state-

ments and decisions.

The Opposition with its criticism of the SABC should remember the Cabinet was the Government of the country.

Mr du Plessis said it was the duty of his department to make such decisions public.

Mr du Plessis said his department was in the process of bringing about a new structure in media liaison.

Every State department would appoint a suitably qualified person to deal with media liaison. Political Staff and Sapa

JOHANNESBURG FRIDAY MAY 13 1983

Bop TV will switch on in January

By Anthony Duigan

The South African Government has cleared the way for Bophuthatswana to beam its television service into South Africa unhindered.

A full TV service in English, Afrikaans and Tswana will be relayed from a transmitter in Gaborone, north-west of Pretoria, from January 1 next year, according to a Bophuthatswana Government spokesman.

Thorny issues which have been the subject of lengthy discussions between the two governments — the languages to be used, the new service's access to the prime TV commercial market and programme content — have been ironed out and South

Africa has given the assurance that it will not restrict the new TV station in any way, the spokesman said.

It has also emerged for the first time that Bop TV will be wholly state-owned, a disappointment to major commercial interests in South Africa which had put together a hefty package to muscle in on the new service.

Speaking on behalf of Mr. Amos Kgomo, the Minister of Works and chairman of the Bophuthatswana Cabinet, committee for television and radio, Mr. Kevin Kent, the public relations officer to President Lucas Mangope, said: "We have an assurance from the South African Government that there will be no restrictions placed on us in the

running of our service and no undermining of Bophuthatswana's authority in any way."

While there was no particular involvement of any overseas countries in the setting up of the new TV, Bophuthatswana could nevertheless turn to any country for whatever technical and professional advice it felt was needed, he added.

There has already been close contact between Bophuthatswana broadcasting authorities and top members of Israel's television service and sources in Bop TV are hoping that the director of the new service will possibly come from there.

Technical details of the transmission — South Africa will have to relay this service — are still being negotiated.

1/14
A good answer

Promise of no bias on Bop TV

Political Reporter

ALTHOUGH Bophuthatswana's planned television service will be wholly State owned, efforts are expected to be made to ensure it is not used to unfairly benefit the ruling political party, Mr Kevin Kent, the public relations officer to President Lucas Mangope, said in Mmabatho yesterday.

Speaking on behalf of Mr Amos Kgomongwe, the Min-

ister of Works and chairman of the Bophuthatswana Cabinet committee for television and radio, Mr Kent said this issue was likely to be raised by the "as yet to be appointed board" which will control the television service.

It was still planned to start broadcasts to parts of the Transvaal from Bophuthatswana on January 1 next year. Technical details of transmissions were still being finalised and it was not

possible to say when test transmissions would begin, he said.

Mr Kgomongwe's office has been inundated with applications for jobs on the new service.

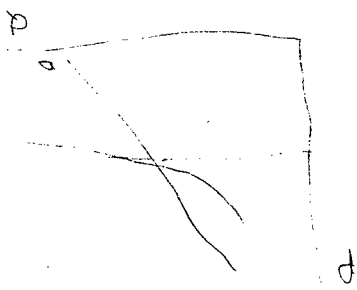
More than 200 applications have been received for the approximately 70 technical, administrative and editorial staff positions required to run the service.

It was hoped that the direc-

tor of the new service, who was still to be appointed, would be able to start work on June 1, Mr Kent said.

The way was cleared earlier this year for Bophuthatswana television broadcasts into South Africa using SABC transmission facilities, after months of talks between the two governments.

The service will be transmitted in English, Afrikaans and Setswana.



Scrapped pop show 'victory for Mother Grundies'

1965/83 Political Staff

CAPE TOWN — A weak-kneed South African Broadcasting Corporation had collapsed under pressure from the "Mother Grundies" and the lunatic-right wing in dropping the Monday evening television pop music programme "Double Track". Mr Dave Dalling, the PFP's media spokesman, said yesterday.

The programme was dropped twice recently and has now been consigned to the scrap heap — apparently because it showed people of different races dancing together and featured black or mixed bands.

"The Mother Grundies have won. The racists have won and the weak-kneed SABC has collapsed under the pressure of the lunatic rightwing fringe," Mr Dalling said.

This was typical of the corporation's attitude. "It leaves the viewers in the realms of Alice in Wonderland and is pretending a South Africa that can never exist."

By DOREEN LEVIN

THE SABC sells the names and addresses of TV licence holders to "junk mail" firms. But anyone can demand that his name is not included on the lists sent out to companies.

The SABC defends its lucrative "names game" as a business venture which helps keep down licence fees.

However, a legal expert condemned the practice as "unethical".

Mr Hein Jordaan, head of SABC public relations, said the corporation sold its list of paid-up licence holders at R23 per 1 000 names.

"In any business, if you can recoup some of your expenses, then why not?"

"We regard it as our duty to make use of all the assets we can, and sell these lists to offset the cost of sending out 2-million renewal notices a year."

"That doesn't make us rich. Our major source of income is advertising and licence fees."

Thrown away

"But if we didn't do these things we would have to increase the licence fees."

Mr Jordaan said the SABC had every right to rent out licence holders' names and addresses as they were public information.

But a legal expert replied: "That does not affect the fact that when you apply for a TV licence you are not applying for anything else."

Playing the 'name game' a lucrative source of income

"It is an unethical position, because in order to have a TV set you are forced to give your name and address."

"In the case of the telephone directory, you are asking for your name to be advertised as a user."

The expert suggested that the SABC asked licence holders whether they objected to their names being sold, when renewal notices were sent out.

So far only 30 people have asked the SABC not to reveal their names and addresses.

A snap survey of junk mail this week showed that:

● People blame their relatives and friends for revealing that they were a soft touch for charity appeals.

● Appeals from charities

and welfare organisations disturb people most.

● Up to 90 percent of junk mail is thrown away, often unopened.

Cold canvass

● The best response is from women in their 40s, of average education, with grown-up families, and who read popular magazines.

Welfare and charitable organisations are joining the rapidly growing mail promotion business at the rate of one a week.

It costs on average 30c to raise R1 with a "cold canvass" letter, and 10c on follow-up letters to regular donors.

An added bonus is that the public are often glad for per-

Address: P.O. Box 3400
esburg

Telephone: (01

Commend

A high proportion of letters commend our work. And we find our letters are also welcomed by lonely people, who write to us, too."

Mr Rowland was in a remote part of KwaZulu this weekend to open a workshop for blind people.

"That's something which could never have been funded were it not for these appeals," he said.

Mr Hannes Breytenbach, director of Market Leaders, which manages the SABC list, told me: "It is one of the cheapest lists in the country."

"Because we insist on vetting material before it is sent out, the list is mostly used by non-profit organisations."

Elizabeth branches of the Union received permission of Manpower Utilisation to open their membership

blacks.

Junk mail? Blame

SABC

JOHANNESBURG THURSDAY JUNE 23 1983

Star
Hunt on for top overseas programmes

326 *keep* No look-in for SA censor on Bop-TV

By Michael Chester

Bophuthatswana confirmed today that it will not allow South African censorship of its television programmes — which are to be beamed to four million viewers in the heart of the Transvaal next year in head-on competition with SABC-TV services.

Mr Amos Kgomongwe, the Minister of Works and chairman of the Cabinet committee for Bop-TV, was adamant that news and entertainment features would not be subject to vetting by the SA Publications Control Board.

"Television broadcasts will be bound to our own set of convictions about standards of morality and ethics, and our own political conscience," he said.

Negotiations have already begun to buy films and other television material from Britain and the United States. All such material will be broadcast in English.

Equal time will be allocated to programmes in Setswana and Afrikaans, but dubbing will be kept to a minimum.

Ratification of formal agreements with South Africa on technical details of the launch of Bop-TV is now imminent, and Bophuthatswana is confident the service will be on target with a January 1 switch-on.

At first the programmes will concentrate on evening showings, but from 1985 they will be broadcast from 8 am with education programmes on the screen till 5 pm.

The appointment of the first director of Bop-TV is likely to be announced in the next week or two.

Mr Kgomongwe said applicants included well-known and top-rated television executives from the US, Britain, Australia and Israel.

"The entire recruitment drive for staff has been enormously successful, and it remains only to select a few more engineers," he said.

The contract for building the main TV studios at Mmabatho has been awarded and tenders have been received for construction of the transmitter at G-Rankuwa, north-west of Pretoria, from where broadcasts will be relayed down through the Witwatersrand.

"Everyone is extremely excited about the speed of progress, and we're quite confident all will be ready by January 1," he said.

He dismissed rumours in Johannesburg advertising circles that Bop-TV would be unable to meet the target date because of snags in final negotiations.

Mr Barend du Plessis, the South African Deputy Minister of Foreign Affairs and Information, who is heading the South African negotiating team, declined to comment on progress.

As rival switch-on from Bop TV looms ...

Big SABC-TV shake-up begins

Star
25/6/83

326

By Ian Gray,
TV Editor

Major television programme changes are expected before the new independent channel, Bop TV, starts broadcasting to the PWV triangle next January.

It appears a fourth channel is on the cards although it is yet to be decided what form it would take. The issue has clearly been discussed at Cabinet and SABC executive level.

These are the indications within the SABC as it faces its first rival since the inception of television in 1976.

I understand serious consideration is being given content and scheduling, with emphasis on scheduling.

This is because, despite criticism, the SABC is striving to improve quality within the confines of the breakdown of transmission time between pure entertainment and informative programmes.

It is in scheduling that the SABC will have to undertake a complete rethink.

Bop TV has yet to announce a programme format but SABC is aware the new station will not necessarily divide time between informative and minority interest programmes, along with light entertainment.

There is no reason why the new station could not open at 5pm with features such as "Dallas", "Dynasty" and other popular soaps, hooking viewers immediately with the hope of holding them all evening.

Earlier opening

To counter this threat the SABC is certain to advance its opening time to 4.30 pm to clear the decks of children's programmes and open the way for features with greater pulling power and, at the same time, attract a major share of the "switch-on" audience. Minority interest programmes will be moved to later in the schedule.

Because South Africans are basically early risers, an extension to viewing time would come in the afternoon and not late at night. Already programmes run until well after 11 pm on most week nights and until midnight on Saturdays.

Unofficially, the SABC expects a major slice of its audience to tune in to Bop TV initially, "just to see what it's like", but senior executives are confident of holding most of the present audience. There is no apparent fear the SABC will lose advertising revenue on the basis that the advertising agencies will make more money available.

Since the introduction of the commercial service in 1978 there has always been a bigger demand for advertising airtime on television than the corporation could accommodate and the SABC does not appear to think the situation will change.

In some quarters the chal-

To Page 2.

P.T.O.

eds
(42)

became a grandmother-her mother's former
he relatives quietly
get this over with,"
hand. "It seems it
us," he said as they
ceremony.
becca van der Walt,
coming in Durban and
's mother and Fred-



A nervous Freddie van der Walt grins with relief after his wedding to 15-year-old Elize Coetzee, the daughter of a former girlfriend.

: remark by regrettable

ist Churches for for-
general of the
John Rees, was based
comment.
very strange that the
Church could line up
on his side," he said.
pointed out that the
was "unfair, unjusti-
called for.
considers the sac-
white liberals made
ing for blacks, one
Bishop Tutu owes an
all of them."
others declined to

comment — among them the
PFP's city councillor for
Houghton, Mr Ian Davidson,
who said he regarded it as an
internal matter.

Archbishop Denis Hurley,
president of the South African
Catholics Bishops' Conference,
said the whole matter was "so
tragic I do not even wish to
comment".

The president of the Northern
Transvaal Methodist Circuit,
Reverend Friemond Louw, said
he was not allowed to speak to
the Press on such matters.

order post blues

"Sophie's Choice".
tered novel received
ame treatment as So-
the concentration
it was thumbed
the three SP's.
minies and much mut-
ulation later, the
emerged.
mial," he announced.
estations of "but it's
over Johannesburg."
fall-on deaf ears,
that thousands had

already seen the movie.

But he was adamant. OK, so
he knew it was on sale in Johan-
nesburg, but his little book still
said it was banned.

Which is why I had to fork
out R7 for another copy back in
Johannesburg.

I only wish the SP were a
little more up-to-date on the lat-
est in banned and unbanned
books. The ban was in fact lifted
just before the movie came to
South Africa.

Syria expels Arafat

TUNIS — Palestine Liberation
Organisation chairman Mr
Yasser Arafat arrived here last
night from Syria where hours
earlier the government had
asked him to leave.

A visibly disheartened Mr
Arafat said: "My expulsion from
Damascus was part of a Syrian-
Libyan plot against the Pales-
tinian revolution."

He said the methods Syria had
used reminded him of those used
by Lebanese authorities when he
was told to leave Beirut. PLO
guerillas in the Syrian-con-
trolled Bekaa Valley in Lebanon
were encircled by Syrian forces.

"Are the Palestinians going to
be victims of a new carnage
after Beirut?" he asked.

The Syrians said Mr Arafat
had been "informed of Syria's
desire for him not to continue
coming here".

This followed his allegations
that Syria provided military
backing to mutineers in his
Fatah commando movement.

Earlier in Damascus, Arab
diplomat tried to stop the expul-
sion.

Shake up at SABC

Star
370 From Page 1.
25/6/93
lenge of a rival station is being
welcomed.

Said one senior SABC staffer:
"Perhaps this is just what we
need. Obviously we feel we are
doing the best we can for
viewers but competition will put
a sharper edge to our decisions
and can only improve the qual-
ity of local productions."

The SABC's confidence in the
face of the potential threat is
based on two criteria:

● firstly, as one man put it:
"They have to go through exac-
tly the same teething problems
we and all other new services
have had to endure".

● secondly, the SABC is finan-
cially sound enough to beef up
its own production budget and
buy whatever programmes are
available.

I understand Bop TV is confi-
dent it will be able to buy Brit-
ish programmes so far denied to
South Africa by the Equity ban.
This would require Equity rec-
ognition of Bophuthatswana, as
an independent state and, in
such terms, recognition and ac-
ceptance of apartheid which
would remove the main reason
of its ban on the sale of pro-
grammes to the SABC.

An indication of any new
thinking will become evident
when the SABC reveals what
purchases it made from pro-
grammes available at MIP-TV
this year.

The extent of SABC's pur-
chases from Cannes, Monte
Carlo and the Miami festival in
November could indicate whether
it plans to increase its light
entertainment transmission time.

If SABC is to face the oppo-
sition head-on there will have to
be a rethink on the policy that
allows only one major drama
series a week — such as "Dal-
las" or "Shogun" — to be
screened. Bop TV or any rival
station would obviously offer
something along those lines
every night.

ervices Family Announcements

PRESBYTERIAN

COLUMBA'S, 45 Lur-
gan Rd, Parkview, Minis-
ters - Rev Alan Maker and
Rev Granville Morgan.
Organist - Mr Noel Kriel.
8am, Rev. Granville Mor-
gan, 9:30am, Rev. Gran-
ville Morgan and Sunday
School, 7:30 pm, Rev
Alan Maker. All wel-
come.
JAMES PRESBYTERI-
AN CHURCH, Oxford B-
edfordview, Sunday
School and Morning Ser-
vice, 9am, Evening Ser-
vice, 7:30 pm. Ministers:
Rev. David L. Jones and
Rev. G. England.
STEPHENS PRESBY-

Family Announcements for
Births, Deaths, Engagements,
Marriages and Funeral Notices
are not accepted by telephone
but must be placed personally
at all Star offices and Compu-
tucket offices where advertisers
are required to sign the ad-
vertisement. In case of difficulty
Tel 633-2600.

Lost, Found and Hebrew No-
tices appear on the front page
of the Classified section.

Births

CREWE-BROWN
Jeffrey, to Mark and
Bernie, a bonny son
born 17/6/93

Wedding Anniversary

McQUILLAN
Tom and Lillian (nee
McGowan) married on
the 26th June 1943 by
the late Rev. Robert
Whyte at St. Andrews
Presbyterian Church,
Cape Town. Good luck
and God's blessings. All
our love from your chil-
dren and grandchildren.

Deaths

CARSON
Gavin, to James and

Deaths

GRAVES
Harold, in loving mem-
ory of our dear dad and
granddad. Will always be
remembered for his love
and willingness to help
us. Love Peter, Lynette,
Andrew and Grant.

GRAVES
Harold, always remem-
bered by his loving
kindness and his love
for each of us in his own
special way. Love Tony,
Yvonne, Carol, Alan
and Richard.

GRAVES
Harold, in loving mem-

Deaths

MCKINLEY
Lillian (nee Ormandy),
passed away peacefully
on the 24th June. Deep-
ly mourned and sadly
missed. Beloved moth-
er-in-law of Harry and
Micky.

MCKINLEY
Lillian (nee Ormandy),
passed away peacefully
on the 24th June. Beloved
mother of Shelia and
Marjette and grand-
mother of Wayne and
Deborah.

ORKIN
Barney, passed away in
Cape Town 20 June.
Very deeply mourned by
his brother Harry, sister
in-law Flo, nieces

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Black TV a success as viewership soars

(326) S. Express 26/6/83

SOUTH Africa's 18-month-old TV service for blacks seems to be a success.

Despite scepticism a year ago that the channel would be an amateurish instrument of Government policy, recent research suggests the country's 3 500 000 urban blacks have given it their full support.

TV started in South Africa only seven years ago when the State-controlled SABC launched a 'white' channel (TV 1) in English and Afrikaans.

On December 31, 1981 the 'black' TV2/3 opened, with a three-hour broadcast shared between the country's two major language groupings — Nguni and Sotho.

Now two three-hour transmissions run parallel. Programmes and commercials must be produced in these languages or dubbed.

Recent 'yesterday' audience figures claim 985 000 viewers for TV 2/3 — 30% of the urban black population — compared with 600 000 at the beginning of 1982.

There are nearly 20-million blacks in South Africa along with 4 600 000 whites, 900 000 Asians and some 3 000 000 coloured people.

This increase in viewership occurred despite inadequate electricity in most of the black urban areas and the relatively high cost of TV sets.

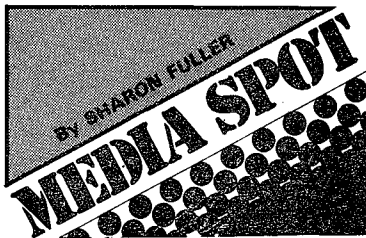
Beatrice Kubheka, research manager for Bates Wells (Pty) Ltd, quotes the agency's findings that this success results from limited black entertainment and a loyalty many blacks have developed for "our service".

In 1982 gross spending on TV commercials increased 37% to R124-million of which R19.2-million was for TV2/3.

Total advertising spending in the country rose 27.5% to R600-million in the same period.

TV 2/3 did not harm the other black media, largely because SABC allows only 8% of viewing time to be commercial. So there was a huge oversubscription for time on the new channel.

Christian Schutte, head of



SABC advertising, was unable to disclose actual oversubscription but said there had been excess demand since the service began.

However, J Walter Thompson media director Dick Reed reckoned the service could easily be 100% oversubscribed.

"The success of TV 2/3 is a reflection of the scarcity of media to reach black consumers and of the effectiveness of the medium. The R3.14/thousand viewers' cost is probably nearer R2.44 when you consider rural viewers and population growth.

"This compares with nearly R3 for newspapers whose circulations are falling and TV1's R3.90/thousand," said Reed.

Hence the likes of SA Breweries, South Africa's only brewer, cannot afford to miss TV. Media co-ordinator Owen Davies said:

"Blacks represent 60% to 70% of our market. TV works for us and, if anything, we could do with more time."

Nevertheless there are problems.

The SABC's strict adherence to ethnicity means increased production costs and many regard the pre-pro-

"Unless you submit your script to the SABC before production you are placing your money at risk."

Even so, recent research data from JWT, D'Arcy MacManus & Masius and Bates Wells on high advertising recall suggest that even current economic conditions will not reduce advertiser support for the service.

And with the number of blacks owning TV sets increasing from 88 000 in 1980 to 452 000 in 1982 and forecast by manufacturer SA Philips to rise to 2 350 000 by 1987, viewership looks assured.

duction script submission to SABC as a vetting procedure.

Said Lintas joint creative director Horace Mpanza:

Marais claims SATV biased

5 Times
26/6/83
326

By NORMAN WEST

MR Pieter Marais, national leader of the Peoples' Congress Party (PCP), this week slammed the amount of time he had been given on TV, compared to Labour Party leader the Rev Alan Hendrickse.

Mr Marais, Mr Hendrickse, Rector of the University of the Western Cape Prof Richard van der Ross and President's Council member Dr Frank Quint appeared on the SATV 1 programme, Verslag, an actuality programme on the political future of the coloured people.

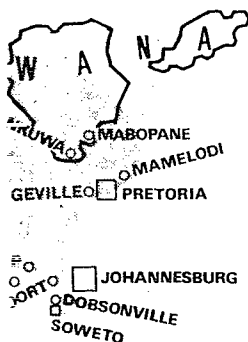
Mr Marais claims he was given about 20 seconds exposure compared to 20 minutes given to Mr Hendrickse, and vowed this week he would never agree to a similar interview again.

However, he said, if SATV were prepared to set up an equal-time debate between him and Mr Hendrickse, he would accept.

Mr Marais said he was interviewed in his Nooitgedacht home near Bishop Lavis for an hour.

"We agreed on certain conditions, including that my views not be sub-edited to the extent that they were distorted or disjointed as had happened before."

Mr Marais said he obviously expected SATV to edit the tapes, but not to the extent they had done.



3/26 *slow* *Bop. TV to*
be beamed
4/2/83
only to a
few areas

By Anthony Duigan

Bophuthatswana television will not have unrestricted transmission to the lucrative PWV area after all. The new service will be confined to areas where Bophuthatswana citizens are concentrated, says the SABC.

At the same time there will be no restrictions placed on the content of Bop TV programmes and sources at SABC expect the new service to be competitive.

The key to the restrictions under which Bop TV will operate is the technical agreement still to be signed by the two governments.

Under this agreement — due to be ratified soon, it is understood — South Africa will transmit the Bop TV signal to areas where "Bophuthatswana citizens are in large concentrations", said an SABC spokesman.

These areas would include Soweto, other parts of the West Rand and areas north and west of Pretoria.

Technically, it is possible to beam a television signal to specific locations and to exclude all surrounding zones by using a directional aerial — the way SABC will transmit Bop TV in the PWV area.

There has been no suggestion that SABC will use this technical blocking mechanism to restrict the freedom of Bophuthatswana to transmit programmes of its choice.

Bophuthatswana is dependent on South Africa for air space because it is not recognised internationally.

Mr Amos Kgongwe, chairman of the Cabinet Committee for Bop TV, says the South African authorities have undertaken not to interfere in any way with the right of Bophuthatswana to televise what it sees fit to its viewers.

The new service is due to start on January 1 next year. It will be beamed from a transmitter being built at Ga-Rankuwa, north-west of Pretoria, and just inside the Bophuthatswana border.

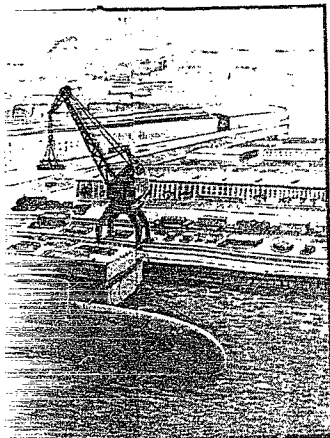
• The Star reported more than three months ago that South Africa was considering putting its own satellite in geostatic orbit 36 000 km above the earth to facilitate communications link-ups throughout the sub-continent.

A technical committee under the chairmanship of Mr Rudie Raath, Deputy Postmaster-General (telecommunications), is investigating this possibility. The satellite would cost R250 million and would link all South Africa's communities in a way which would not be vulnerable to sabotage.

D-UP



anti-satelliter



line

in offensive targets with a multi-pellet

SABC beams bitter attack on Jonathan

8/7/83 326 EDM

Mall Correspondent

CAPE TOWN.— The slanging match between South Africa and Lesotho reached a new pitch yesterday when the SABC made a bitter personal attack on Chief Leabua Jonathan, Prime Minister of Lesotho.

Listeners to Current Affairs — a comment programme widely believed to articulate Government policy — were startled by some of the strong remarks in the broadcast.

The SABC said that after 13 years of grimly hanging on to the power he had seized after an abortive election, the "portly premier" was on the way to self-destruction.

Not only was he becoming a menace to Southern Africa and his own country, he had also alienated himself from his people and was probably motivated by vain glory.

Much of the programme was devoted to the signs of the country's internal unrest which indicated "how wide and deep is the popular discontent with his rule".

The director of the Institute of International Affairs, Professor John Barratt, described the broadcast as "highly irresponsible", especially coming from a Government-aided organisation.

Also reacting, the Opposition media spokesman, Mr David Dalling, said although the Progressive Federal Party "held no truck" with Chief Jonathan's regime, it seemed strange that a broadcasting corporation should attack the head of a foreign state and in doing so enter into the field of foreign policy making.

Professor Barratt added: "Although one cannot assume that the SABC's editorial is the official Government viewpoint, I would hope that the Foreign Minister, Mr Pik Botha,

will dissociate himself from this type of personal attack."

The problem though, he added, was that outsiders and Lesotho itself would assume that the South African Government was "talking" in the programme.

The on-going slanging match between the two countries — sparked off by the cross-border activities of the African National Congress — had become "undignified".

Lesotho, which was to all intents and purposes part of the South African economy, posed no threat to this country and Chief Jonathan was clearly unwise in some of his recent statements, he said.

His reason for inviting Communist Bloc countries to open embassies in Lesotho was difficult to understand because "the Big Boys" would not give him meaningful help.

Speculation that South Africa was preparing to switch allegiance to Chief Jonathan's opponents — the Lesotho Liberation Army, whose activities, actual and claimed, are increasing — was intensified by the fact that South Africa had made no categorical statement on its alleged material support of the LLA, he added.

Mr Dalling added that no matter what South Africa thought of Chief Jonathan, it should not be the role of the SABC to worsen relations with Lesotho.

Replying to the criticism, a public relations spokesman for the SABC, Mr Eric van der Merwe, said the organisation was entitled to "its own editorial opinion".

The news department responsible for Current Affairs believed the programme was "a fair evaluation of relations between the Government of Chief Jonathan and South Africa", he said.

TELEVISION viewers in Ciskei might be able to select their programmes from television stations around the world if tests now being carried out in Bisho near King William's Town are successful.

A team from the United States has been in Bisho experimenting with satellite reception equipment, and Weekend Post has learned the team has "got what they were looking for".

The team says equipment for domestic use of the commercial system may be marketed in Ciskei by as early as the end of this year.

When a reporter visited Bisho, Mr Lawrence Barger, a technical expert from Barger Electronics in the United States, was conducting field tests in the grounds of a local hotel.

He said up to 50 different TV stations using satellite links could be picked up on the easy-to-use tuner.

He was being assisted in the tests by Mr Don Johnson, also an American citizen, who is agent for the Republic of Ciskei in the United States. Mr Jerry Chaplin, Mr Chaplin will need technical installation services if the system is marketed commercially in Ciskei.

South African viewers, however, are unlikely to be given a similar facility at this stage.

The Director of Lines for the Department of Posts and Telecommunications, Mr P H van Tonder, said any similar commercial enterprise in South Africa would have to be investigated because legislators had not yet directed their attention to this unusual situation.

Cost comparisons improve markedly when it is considered that a video recorder, which many South Africans are now purchasing can cost over R1 000 excluding the regular expense of hiring tapes.

After the initial interview, it was learnt Mr Barger had returned to America. The Ciskei agent, Mr Johnson, later refused to discuss finer details of the development.

Repeated attempts this week to obtain an official statement on the issue from the Ciskei Government also failed.

Questions like "Is such an expensive commodity likely to attract many buyers in the Ciskei?" remain unanswered.

Mr Van Tonder said he "seriously doubted" the claim that a small satellite receiver could pick up 50 transmissions, and he ruled out the possibility of receiving American channels "because the satellites aren't high enough".

He said users had to pay for feeds from Intrasat satellites, which were "not for private consumption".

Another spokesman for the department said it was illegal in South Africa for individuals or institutions other than the Government to receive satellite transmissions.

"It goes against the provisions of the Post Office Act, the Radio Act and the Broadcasting Act. But it appears as if the law does not preclude people from applying for exemption from these Acts."

He said the law "protected the State monopoly" the SABC retained over receiving satellite transmissions.

"Oh no, it's not for the RSA, just Ciskei," said Mr Barger, as he attended to adjustments on a 6.5-metre diameter dish antenna on the hotel's lawns connected to equipment in his room by about 40 metres of wires.

The more affluent clients like hotels, institutions and the like could purchase the system using the big antenna for about R6 000.

A scaled down but highly effective dish-type antenna for installation in private homes, with all ancillary equipment, would cost about R4 000, said Mr Barger.

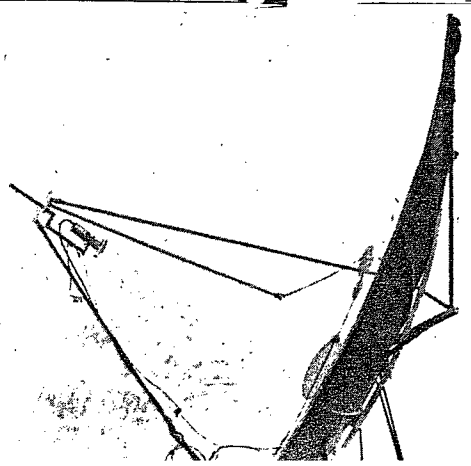
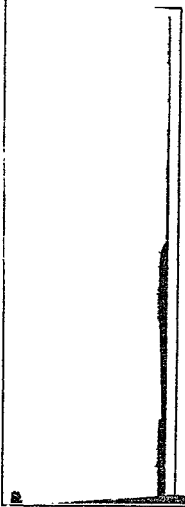
Mr Johnson, who handles negotiations at official level in Washington for Ciskei, is highly enthusiastic about the future of the system.

"It will certainly be a first for Ciskei and for Southern Africa," he said.

The system, while much more expensive than the simple 66cm colour television in general use in South Africa, seems likely to be a good investment because of the variety of programmes it will offer.

Weekend Post Reporters

satellite for Ciskei



9/7/83
E. Post
326

A NIGHT of sheer hell — that's the verdict of debonair Vivian Solomons, SABC-TV's first coloured continuity announcer, of his appearance on the Afrikaans service this week which resulted in a flood of complaints to Auckland Park.

And while the SABC is refusing to bat an eyelid over the complaints — maintaining that TV1 was never meant for whites only — Solomons is once again smiling.

"I also got a lot of very encouraging phone calls and that pulled me out of the dumps," he said.

Vivian is the first to admit that during his appearance on Wednesday night he was not at his best, putting it down to a bad case of first night nerves.

"It was terrible," he said describing the panic that gripped him as he faced the cameras live for the first time.

"I was confident initially and felt very good. Then at 30 seconds I got this lump in my throat and my heart started pounding.

"I don't know what struck me. The muscles in my cheeks contracted and I could hardly get a sound out of my throat."

A sense of failure haunted him in spite of the producer telling him it was a good performance for a first timer, and that many of the calls he received were positive.

Encouragement also came from Julie Ally, the former radio personality scheduled to become the first Indian continuity announcer on SABC-TV next week.

"Vivian's a lovely person and will only get better," she said.

Of her own forthcoming appearance, she said she was "nervous and excited".

A spokesman for the SABC, Eric van der Merwe, said the 40 or so complaints received were a drop in the ocean of the more than three million viewers.

Most of the complainants were Afrikaans speaking and did not like "non-whites" "infringing" on the "white" TV service.

Some claimed Mr Solomons could not speak Afrikaans properly.

Mr van der Merwe said coloureds on TV1 were not new and they had appeared on religious and discussion programmes as well as dramas for a long time.

"We expected a little bit of a backlash from the rightwing, and it came. TV1 is not a whites only channel, it includes coloureds and Indians," he said.

Solomons said he had anticipated some criticism, but had got more than he expected.

He dismissed claims that he did not speak correct Afrikaans: "It's my home language," he said in English good enough to put him on the English service.

A seasoned actor, Solomons said none of his opening nights on stage had been as nerve wracking as his TV debut.

"On opening night if you fail you're only betraying a role, but on TV you're playing yourself. It's you out there."

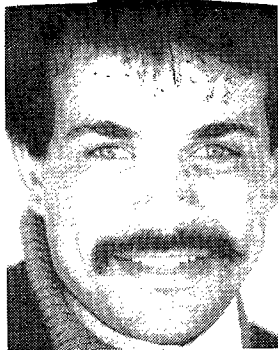
It's not the first time he has broken new ground — in 1980 he was the first coloured to sign a contract with Pact (Performing Arts Council of Transvaal) and did a musical and two dramas with them.

But acting was just a hobby and Solomons was quite happy to give it up for TV. His first love, however, remains teaching.

"Teaching is a calling. I love it", the 29-year-old physical education inspector said on the sports field of a primary school near Vereeniging where he had been watching pupils go through their paces.

What is the children's reaction to having an inspector who is also on his way to becoming a TV personality?

"Some stare at me as if I've got green hair or something, trying to work out where they've seen me before," laughed Vivian.



VIVIAN Solomons . . . SABC-TV's first coloured announcer



JULIE Ally . . . first Indian continuity announcer

By Marion Whitehead

MY NIGHT OF HELL!

First coloured TV announcer tells of his 'first-night' ordeal

326
SUNDAY TRIBUNE, JULY 10, 1983

SA whites
can't see
homeland
broadcasts
Sierra Leone

16/7/83

BY ANGELA
GILBERT

I am not able to answer your questions because negotiations are underway. I am happy with the way negotiations are going and an official statement will be released at a later stage."

However, South Africa holds the whip hand in the talks because Bophuthatswana is not recognised internationally and must therefore depend on Pretoria for an allocation of air waves.

South Africa has used the muscle to block BOP-TV from the sight of politically

Shocked advertisers said the effect would be to preserve the SABC's monopoly, with possibly devastating impact on BO-IV's hopes of tapping the rich PTV market for advertising revenue. "I am very distressed," said Mr Barry Kope-Eddle, managing director of a leading advertising agency, "but we will have to look at the media planning very carefully. Its programme content may mean that BO-IV should be considered as a medium competitor to SABC's TV1, 2 and 3 — especially if it has a lot of programmes in English," he said.

"It might have a larger audience than TV1 and 3, but

"It might have a larger

To Page 2

Mother's agony





No big tennis on TV today

By MIKE CADMAN

decided that we should give the people who do not like sports a chance this week," Mr van der Merwe said.

On Friday night SABC-TV and Southern Sun representatives said the match between Jimmy Connors and Kevin Curran would not be televised – yet a few hours later SABC-TV retracted the match.

"Many of our regular pro-

Alcove chapel
for rebel priest

THERE is no place in the Anglican Church for this rebel priest — so Father Arthur Lewis has created a makeshift chapel where he worships every day. It is in an above-ground, designed as a bar, below the stairway in this apartment in London.

Prison (pictured above).

Mr Lewis, organizer of the ex-patriate but intensely patriotic Rhodesia Christian Group, who fled from black rule in Rhodesia three years ago, sends newsletters throughout the world from a secret hideout. They warn of Marxism encroaching in Christian churches.

He claims he has been ostracised by colleagues because he is a "conservative", and says he is now forced to leave South Africa.

Full story — Page 5

Instead, the service will be geared only to black areas like Soweto and most whites will be prevented from viewing "undesirable" political broadcasts from across the border.

The decision follows President Lucas Mangope's refusal to compromise his country's right to broadcast without interference from Pretoria's censors.

The SABC has the technical ability, using a directional aerial, to beam BOP-TV signals only to selected areas. These will include Atteridgeville outside Pretoria, Soweto, and a broad band of South African rural areas between the Reef and

Both governments have clamped a blackout on the dispute while Bophuthatseswana tries, in desperate last-minute negotiations, to persuade Pretoria to modify

The director of broadcasting in Mafikeng, Mr David Molibidi, said this week: "I know enough to fill your notebook, but unfortunately I can't speak. A directive has been issued that empowers only the Minister, Mr Amos

Mr Kgomo, Minister of Works, refused to discuss the issue of advertising revenue but on the political front he said "Basically, we

He said it appeared "logical that we could make a political impact on South Africans", but that Bophuthatswana would be satisfied if it could reach its own people. He refused to elaborate.

"I am not able to answer your questions because negotiations are underway. I am happy with the way negotiations are going and an official statement will be released at a later stage."

However, South Africa holds the whip hand in the talks because Bophuthatswana is not recognised internationally and must therefore depend on Pretoria for an allocation of airwaves.

South Africa has used this muscle to block BOP-TV from the sight of politically

Mother's agony

To Page 2

"It might have a larger audience than TV 2 and 3, but

● Charmaine Breedt — convicted of attempted murder. Now she is going to fight for custody of the very child who almost died, her seven-year-old daughter. Her son has lived with his father since Mrs. Breedt and her husband were divorced last year. See Page 4.

Picture: HFERENT MANUZA

Picture HFRBERT MARUZA

may have their with them

time. later police found their abandoned car

was in the car. The couple was seen earlier in Natal.

The couple have lived together for at least 18 months. They have a six-month-old son, who could be with them.

Mr Grundelinh is also wanted by police for questioning in connection with an investigation into armed

robbery and theft.

He has a slender build and tattoos on most parts of his body. These include a horse-shoe and horse's head on his chest.

He is described as dangerous and is believed to be armed. Police have said under no circumstances should civilians try to arrest him.

Information concerning their whereabouts should be telephoned to the Brixton murder and robbery squad in Johannesburg, telephone (011) 35-4114.



• Dawo Phillips
... young mother

SA gag
for 326
whites
S. Express
on new
TV 10/7/83
channel

MPs in line for R8 000 annual pay increase

MEMBERS of Parliament will receive a whopping 23,7% salary increase — more than 10% above the inflation rate — an MP has told the Sunday Express.

Despite the shroud of secrecy clasped over the extent of the increases, announced recently, the Sunday Express has been told that an MP's total pay bill will increase by R8 000 to about R38 000 a year.

This means MPs will receive more than R600 extra in their monthly pay and allowance packets when the increases come into effect, probably next year.

MPs get almost R30 000 a year, which includes their annual salary of R19 113 plus

By ARLENE GETZ

a reimbursive allowance of R10 863.

Last year MPs were given an increase of 15% in salary and 20% in allowances. In terms of the pending increase, MPs' salaries will no longer be linked to the public service.

This development has been welcomed by both MPs and public servants.

But some economists said the increases could only be justified if they were substantially below the 13% inflation rate.

"For parliamentarians this represents a salary adjustment rather than a salary increase," an MP said this week.

"MPs have traditionally been on the pay scale below the director-general of a department in the public service, but the restructuring that has taken place over the years left MPs behind," he said.

MPs have also complained that their daily parliamentary allowance was taken into account as part of their salaries.

They felt this was unfair as public servants got a parliamentary allowance over

and above their salaries.

Meanwhile, Public Servants' Association president Dr Colin Cameron this week described the separation of parliamentary pay from that in the public sector as a "healthy development".

"In the light of the approach of occupational differentiation, we feel it is quite correct to divorce the remuneration of political office-bearers from those of civil servants," said Dr Cameron.

He added the PSA was still waiting to hear if they would receive across the board pay rises in October.

"We are still in limbo and don't quite know where we stand following last week's meeting with Internal Affairs Minister Mr F W de Klerk," said Dr Cameron.

"The Minister could not commit himself to an October increase for us, but he did promise to issue a statement soon."

The extent of the increases for the Prime Minister (who earns R52 450 with a R26 376 allowance), members of his Cabinet (now receiving R36 072 plus R10 992), and the Leader of the Opposition (earning R30 567 plus R16 761) are not yet known.

From Page 1

is has to be a wait-and-see thing."

The head of another firm said, "It is a huge blow for everyone. It just takes the whole spirit out of the free enterprise system."

"One wonders how many Bophuthatswana citizens have television sets," he said.

One media director, Mr George Smith, was more hopeful. While some advertisers would pull out of BOP-TV, others would still use it to get into black areas. "There is much more spending power in these areas," he said.

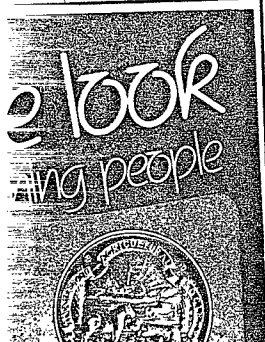
The SABC is taking no chances. It announced this week that its transmission time was to be extended to 10 hours a week as from January 1 1984 — the day BOP-TV is due to start.

Mr Hein Jordaan, chief public relations, said SABC had for a long time planned to extend TV hours "for educational purposes, flexibility in scheduling programmes and to provide time for programmes to be repeated."

The SABC refused to answer questions about the BOP-TV decision, claiming the issue did not concern them. They referred questions to the two governments.

Mr Henry Howell, chairman of the Bophuthatswana Broadcasting Board, said: "The only people who can speak to you are officials of the two governments concerned. I have no comment."

No comment from the South African Government could be obtained.



**MAISH CAN TAKE A BRICK AND BEND IT,
TURN IT, CORNER IT, TWIST IT
AND ANGLE IT**

LAST WEEK's announcement by the SABC that it would be increasing its television transmission time by 10 hours each week from the start of 1984 would seem to put an end to speculation of past weeks that the introduction of a fourth SABC TV channel had reached advanced planning stages.

The SABC still has "no comment whatsoever" to make on this possibility, and the slightly earlier starting time to daily broadcasts does little to alter the major points which have been argued regarding a fourth channel. These are:

- The competition factor — direct or indirect — which will be posed by Bophuthatswana television.

- This service will pose a massive threat to the SABC's TV 2 service particularly.

- Numerous senior personnel changes at the SABC and a streamlining of the production management.

- Large organisational changes in the news and actuality divisions of Channel One, and in their aims and objectives.

- Increasing reference by continuity announcers and the SABC public relations division to "Channel One".

This could point to a preparation for distinction between channels.

- The current education crisis ... Transvaal Nationalist MEC Fanle Schoeman has requested that broadcast television as an educational medium should be thoroughly researched; aspects of the De Lange Commission call for similar action; and there are still many recommendations of the Meyer Commission into television which were accepted by the Government but which have yet to be implemented.

- Strong pressures on the Government from the major newspaper Press groups, who see revenue from advertising on a television channel in which they have shares as the only solution to their threatened financial feasibility.

Newspapers derive the bulk of their revenue from advertising, and Bophuthatswana has obviously made serious

Television: the case for a 4th channel

MAIL INVESTIGATION by GREG GARDEN

inroads into this income.

The final decision in this regard lies with the Cabinet and, as usual, is blanket in secrecy.

Early in May it was reported that the possibility of an "independent" fourth channel was high, and that it was on the cards that the four major newspaper groups — South African Associated Newspapers, Argus, Nationale Pers and Perskor — would each hold 15% of the shares and the Government and/or the SABC 40%.

The question of control of the channel is, of course, crucial; and in spite of the unlikelihood of either Nationale Pers or Perskor voting against the Government, informed sources close to the Cabinet told me this week that, should the plan go ahead — and this is by no means certain — a more likely arrangement would be 60% Government and 10% for each of the Press groups.

- The future possibility of competition from DBS ... Direct Broadcasting by Satellite. It has been well publicised that South Africa is likely to have its own satellite in static orbit in the near future.

Short of proscriptive legis-

lation, it will be possible for the private viewer to invest in the technology required to receive signals directly from this source.

The Steyn Commission into the Media drew attention to this when it recommended that the question of an independent service alongside the SABC (a fourth channel) should be considered in the light of possible "media actions from the outside", which could be harmful to the country's (Government's) interests.

Clearly, the SABC and the Government will wish to counter this threat.

- The fact that a fourth channel has been mooted for some time, and that there are mounting pressures for its introduction.

- The SABC is known to be concerned about the challenge of video rental outlets.

Although the corporation does not have to fight for viewer ratings, its advertising rates are determined by the size of its audience; and if sufficient numbers of viewers boycott television in favour of videos, this could result in a drop in advertising revenue for the corporation.

Quite obviously, the present broadcasting setup suits

the Government admirably.

The total grip held by the Government of the present service is quite explicit, but the more viewing is available the more difficult it may be to retain this grip.

In spite of this, however, there seems to be a rising tide of awareness that there is a strong NEED for a further channel.

But the role of the Government and the SABC in such a channel is likely to be the subject of much controversy.

- The monopoly held at present by the SABC is inherently bad and against the public interest.

The newspaper groups are applying strong — some say inevitable — pressure for representation of their interests.

Home video rentals have become the alternative to SABC broadcasts, and this constitutes a loss of viewers.

The SABC has in the past used Lord Hailsham's BBC argument "that is not a monopoly in the accepted sense of the word, since it sold nothing".

The "sale" of home videos has now put a different complexion on that argument, and it would now be to the SABC's advantage to break

the monopoly and allow viewers a choice of channel.

- Although the SABC is opposed to the idea, there are still strong pressures to introduce 'separate language channels'.

This is part of the second phase of television recommended by the Meyer Commission (the first being TV 1 and the introduction of channels for black viewers).

Although this move could constitute a major blow to the video industry and bolster the SABC's position, it is unlikely that this recommendation will ever be implemented.

- The crisis in education has made formal educational television a national priority.

(The factors influencing this argument, and the unimplemented Meyer recommendations, will be analysed in the second part of this article tomorrow.)

- In spite of the SABC announcement that Bophuthatswana television will be broadcast to certain areas only — and will not reach the white, coloured and Indian viewers of the PWV area — it is clear that this situation can only exist for a limited time.

I personally expect current negotiations between the two governments to end with greater coverage for the new service; should this not occur,

it is inevitable that advertisers will bargain for greater audiences.

And with the proposed limited broadcasting areas of BopTV, doubts must be cast on its financial feasibility.

Statistics compiled by Market Research Africa for the January to March period for this year show that nearly 40% of black television viewers prefer to watch TV 1 rather than Channels Two and Three.

The equal division between Setswana, English and Afrikaans on BopTV will constitute a further challenge to the SABC.

It is no secret that the SABC is embarking on a five-year, R50-million capital development programme.

This, coupled with recent administrative changes at the SABC and the creation of two separate divisions within each of the English and Afrikaans services, has further fuelled the fires of rumour, which contend that parts of existing departments are being prepared for a split to a fourth channel.

Where previously English and Afrikaans television each had a head, they now each have two: Head, Arts and Variety, and Head, Actuality.

The drama, variety and youth programmes fall under the former, whilst magazines, documentaries, sport and religion are the charge of the latter.

The news services department remains independent of this structure.

- It is noteworthy that, whilst previous annual general reports from the corporation have included a breakdown of the staff structure, this is not included in the latest report.

But whatever the present attitude of the Government and the SABC to a fourth channel may be, it is in the area of education and educational television that the strongest needs arise.

Pressures to implement the De Lange and Meyer Commission recommendations in this regard are known to be strong.

The issues at stake here — and the likely structure of a fourth channel as being mooted presently in influential circles — will be examined tomorrow.

The 'independence' of BopTV

BOPHUTHATSWANA Television will have as much independence regarding the content of its television programmes as the homeland state does in economic affairs.

Deputy Information Minister Barend du Plessis has said that South Africa will prescribe no content restrictions to BopTV.

The only restrictions will lie in an, as yet, unsigned technical agreement between the two governments.

In terms of this agreement, South Africa will transmit signals received from the transmitter and television studios to be built at Gankuwa in Bophuthatswana.

These signals will be legally regarded as South African, because Bophuthatswana cannot apply to the International Telecommunications Union for a frequency, as its "independence" is not internationally recognised.

BopTV will, to all intents and purposes, therefore remain an aspect of South African broadcasting.

Bophuthatswana Minister of Works Amos Kgongwe, entrusted with the task of getting the television service off the ground, has stated that "television broadcasts will be bound by our own set of standards of morality and ethics and our own political concerns".

However, in recruiting trained personnel to be entrusted with these tasks, Mr Kgongwe doesn't have many options.

Several well-known figures in local — that is, SABC broadcasting — are known to have responded to Bophuthatswana's recruitment drive in the local Press a few months back, and it is thus more than likely that those in power at BopTV will be subscribers to the dominant ideology which gave Bophuthatswana its "independence" and which is guided by the SABC view of "current affairs".

Under such circumstances there is patently no need for Minister du Plessis to try and set content restrictions for BopTV.

What will be of local interest will be the daily eight hours of "educational viewing," which Mr Kgongwe has stated the new

service will broadcast.

It is widely believed here that Israeli Education International will play a dominant role in this regard. Education Minister L G Hotele and Rowan Cronje, Minister of Manpower, recently travelled to Israel to meet senior Israeli education and television authorities.

Advertisements were also placed in the Israeli Press to recruit staff for these programmes.

It is in this area that BopTV can hasten the introduction of a fourth "South African" channel with a strong educational component.

The few extra hours per week allocated to the corporation for TV 1 are meaningless in this regard.

TV4: should it be a channel to educate?

MAIL INVESTIGATION by GREG GARDEN

PERHAPS the best argument for the introduction of a fourth television channel is the current crisis in education.

This involves three different ministries: Education and Training, National Education, and Manpower, and a fourth... Industries, Commerce and Tourism also has reasons for concern.

In each of these areas the situation has reached a point where new and bold measures are required. And increasing numbers of training personnel, from floor supervisors to teachers and academics are forwarding broadcast television as one of these measures.

South Africa is now virtually the only developed country in the West not drawing on the full potential of the medium.

This may be a kickback of the Calvinist paranoia which resulted in television being introduced to South Africa so relatively late, but it may also be evidence of crisis management on the part of the Government.

In 1970 when the Meyer Commission of Inquiry into Matters Related to Television recommended that the Government give the go-ahead for the introduction of a television service to South Africa it included the following perspective on the medium:

"Apart from its value as an educational medium in the broader sense, TV also has a special educational value in

the more specific sense, ie in formal education. TV as a medium in formal education is employed in two distinguishable fields - in conjunction with ordinary school education and in formal post-school education."

It went on to quote the European Broadcasting Union which in 1967 defined adult education as "those programmes which aim at leading the adult to a progressive mastery of a body of knowledge or skill in a desired field and thus contribute to the development of the individual and to his better adaptation to a changing society".

The Commission added that "today there is not a single developed country with television that is not systematically exploiting the potential of the medium in this regard".

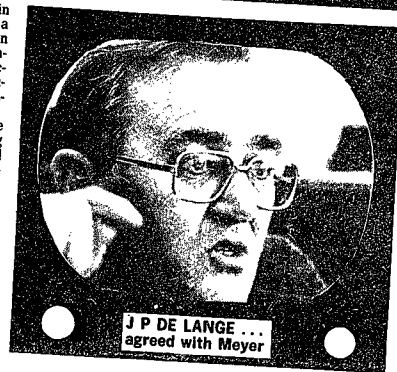
After discussing at some length issues arising from these points it was decided that "it is clear to the Commission that it will be necessary for the education authorities in this country to make a much more careful study of how television could best be used as an aid in the educational setup in South Africa".

Over 10 years later the De Lange Commission found it necessary to virtually repeat this opinion.

It would appear that whilst the country's education, training and manpower situation has grown steadily more critical, the Government has contrived to ignore the many studies which could have contributed to improvements in the formal and non-formal education sectors.

Regarding the use of television for extra-curricula education the Meyer Report concluded: "The Commission recommends that the SABC should study the possibility of offering television courses in due course, in consultation and co-operation with the universities, colleges or other institutions in fields where this would best serve to supplement the shortage of skilled labour in the Republic".

The time has never been more ripe than now for this to become reality, but the matter goes much further than merely "skilled labour".



We have to accept, however, that in the areas of greatest need: primary health care, agriculture, literacy and numeracy, television has almost no role to play because the rural population in need of this training simply does not have access to the medium.

Thus television will be directed at an urban audience which should have access to formal or informal backup to transform television-communicated information into skills or knowledge.

The BBC's "Open University" which has been broadcast since 1969 shows just what can be achieved by television in this area of education.

Similarly, close co-operation between Britain's Adult Literacy Resource Centre, the BBC, and local education authorities gave rise to the Adult Literacy Campaign (1975-1980). Short prime-time programmes resulted in 200 000 people registering with the centre as students.

It is this type of bold adult education which is being neglected here through the absence of a fourth channel.

The use of television for formal school education will not be possible in South Africa for many years.

Before the medium could be meaningfully used the entire primary and secondary school curricula will have to be re-thought, revised and re-worked. And until all education in South Africa falls un-

der a single department any attempts at rationalisation are doomed to failure.

It is thus in the areas of tertiary, manpower and adult education that television is able to make a contribution in the local context. The ability of television to play a role here is undeniable, and the need is massive.

And so if we can for a moment set aside the scepticism bred of experience and accept the word of friendly sources who say that the idea of an educationally weighted fourth channel is under serious consideration, then the format of this channel can be considered.

If the regrouping of magazine, documentary, sports and religious programmes under the new "Actuality" division has anything to do with this, we can expect to do with this, not all of the programmes in these departments move across to the fourth channel.

This would leave TV1 as a primarily entertainment-oriented channel with higher viewership and advertising rates, and in a good position to compete if required to with Bophuthatswana TV, direct broadcasting by satellite, and home video rentals.

Drama, variety and youth programmes would dominate, with a smattering of sports, magazine and documentary programmes, and the usual news and religious broadcasts.

The tone of TV4 would be almost exclusively educational and informative. Education programmes for young people starting in the early afternoon would give way for "course material"... training programmes in specific skills.

The channel would become "commercial" in the early evening with the introduction of adverts, and in-depth news and current affairs programmes would be the main course on the menu together with magazines until later in the evening when specialised documentaries and further training and course-based programmes would dominate.

General feelings are that sport will have a high profile on this channel because of its importance to "the South African Way of Life" and Christian National Education.

Such an arrangement would of course also prevent special events such as Wimbledon or the FA Cup Final from interfering with TV1 programme schedules.

Besides the undisputed need for such a channel, the above format would contribute much to bring South Africa into the same frame of experience as other Western nations.

The only drawback remains the question of independence. If this proposed structure is to be subject to SABC administration it will constitute nothing more than a reworking of the present status quo.

For educative and instructional programmes to have any credibility and hence any instructional value they must be seen to be free from indoctrination and political manipulation.

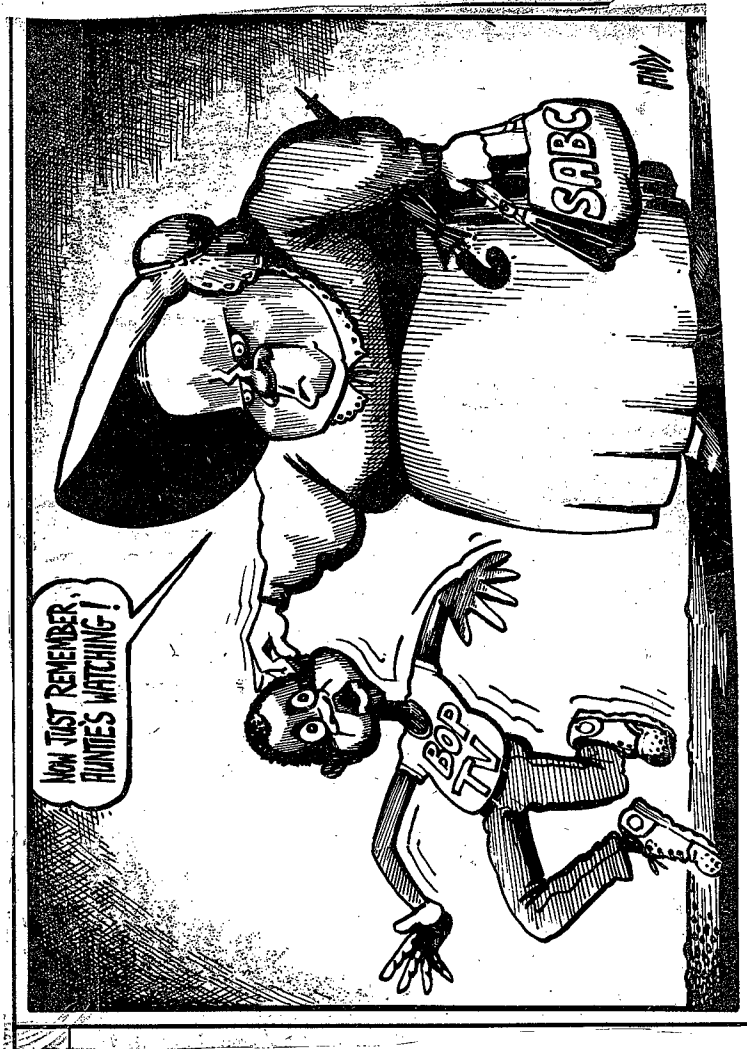
The reputation of TV1, TV2 and TV3 make a fourth channel a non-starter unless it has overt and obvious independence.

Until the Government can find the resolve to give a fourth channel this independence it might as well opt for maintaining the present set-up and retaining its monopoly and utter lack of credibility.

But many millions will be looking to the educators, private initiative and the newspaper groups to keep up the pressure.

ROM 13/7/83

326



Viv gets OK to keep talking

By JOHN MICHELL

VIVIAN SOLOMONS, the first coloured continuity announcer to be appointed by SABC TV 1, has been given the green light to continue his TV appearances by his employers, the Directorate of Coloured Education.

After his first stint as a freelance continuity announcer last Wednesday, Mr Solomons faced possible censure from his full-time employers because teachers are not allowed by law to receive an income from any other source.

But yesterday the directorate sent him a telegram confirming it had no objection to his continued appearance on television.

Mr Solomons said, prior to applying for "leave" to appear on SABC-TV, he had decided to donate whatever money he earned as a television announcer to charity.

"The breakthrough as a non-white continuity announcer on SABC-TV is much more important than any financial gain," he said.

Television announcers are reputed to receive not more than about R90 for an evening's work.

A jubilant Mr Solomons, who was subjected to dozens of abusive phone-calls after his first appearance on television, said he "felt great" that his full-time employers had allowed him to continue appearing on television.

"When I realised that the committee had made a decision in my favour it was as though a black cloud had been rolled away."

Despite the public objections, the SABC has said it has no plans to restrict Mr Solomons' appearances. His next scheduled stint on TV1 is Tuesday, July 19.

Bop-TV could flop before it really starts

8 Jul 15/17/83

By Ian Gray,
TV Editor

The Bop-TV challenge to the SABC's established television network could fizzle out before it starts.

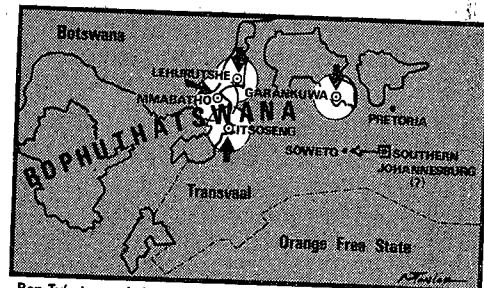
Transmission will be in three languages — Setswana, English and Afrikaans — at the discretion of the programme director.

This line-up is unlikely to attract many viewers away from the SABC, although it might prove something of a rival attraction for urban Tswanas and black viewers who prefer English to "own language" programmes.

Few whites will be able to pick up the transmissions, which will be beamed to a 70 km radius of transmitters at Lehurutshe, Mmabatho, Itsoeng, Garankula and one in southern Johannesburg, which will be beamed only to Soweto.

No advertising rates have yet been published but these may become available in the next few months.

But advertising agencies have already expressed their disappointment that the transmission will not reach white viewers under the present agreement be-



Bop-TV's transmission will be beamed to a 70 km radius of transmitters at Lehurutshe, Mmabatho, Itsoeng, Garankula, and one in southern Johannesburg which will be beamed only at Soweto.

tween Bophuthatswana and South Africa.

As a result, Bop-TV, now known officially as BBTv — Bophuthatswana Broadcasting TV — might find it difficult to make the television network a viable proposition.

Two senior appointments were made this week but apparently BBTv is still seeking staff to fill several other key posts and man the studios and equipment in order to get on to the air by January 1 next year.

Details of the planned sched-

ule were disclosed for the first time yesterday. The weekday line-up is:

- 6-6.30 pm: Light entertainment aimed at children and families.
- 6.30-7.30 pm: Local light entertainment.
- 7.30-8.30 pm: "Top class" family programme, presumably an imported series.
- 8.30-8.40 pm: News.
- 8.40-10 pm: Feature programme, alternating occasionally with a current affairs programme.

'SABC against Islam'

The chairman of the Al-Jihaad Islamic Movement, Mr Hassan Khan, believes that the South African Broadcasting Corporation is waging a propaganda campaign against the Islamic faith.

Mr Khan was reacting to last Thursday's episode of *The Heart Of The Matter* on TV1, the second in a series set in British East Africa during the war years.

Mr Khan, who is also the chairman of the Scotsche Kloof Civic Association, said a conversation in the play between Captain Scobie, the leading character, and the Muslim trader, Yusuf, created a total distortion of Islam and its principles.

In the incident Scobie offers Yusuf a drink and is surprised when he accepts.

- claims Muslim leader

Scobie asks if this is not against Yusuf's religion, but is told that "these are modern times" and that "at that time The Prophet did not know about these things".

Mr Khan said: "The coons and choirs are also often portrayed on televi-

sion as being part of Islam. This is not so".

"All anti-Christ statements are omitted from television programmes. I agree with this practice, so why can't the same be done for Islam?"

Mr Eric van der Merwe, public relations officer for SABC-TV, said he was sorry if anyone had been offended by the episode.

"It was not our intention to do so," he said.

INDIVIDUAL

"I don't think the actions portrayed were anti-Islamic either. After all, it is up to the individual to refuse such offers if they are against the principles of his religion, whatever it is."

Mr van der Merwe said the series is a joint production between a South African company and a German concern.

1968.

HARRIS

1976.

791 CAMP

JOHANNESBURG, A

VAND

STANDARD PRESS,

331.215 RUPD

0271

Contract workers and underdevelopment in Rhodesia. Gwelo, Mambo Press, 1974.

CLARKE, D.G.

0138
0269

331.544 096 691 CLAF

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SABC 'yes' to party politics 'if all agree'

Political Staff

CAPE TOWN — The SABC is prepared to consider party political broadcasts — including those relating to the referendum campaign — provided the various political parties could come to an agreement among themselves.

This was said today by a spokesman for the office of the Director-General of the SABC, Mr Steve de Villiers.

He was being interviewed after Professor Wynand Mouton, chairman of the board of the SABC, said today that he was writing to the chairman of the parliamentary caucus of the Progressive Federal Party, Mr Colin Eglin, who had asked for a TV debate between the Leader of the Opposition, Dr Van Zyl Slabbert, and the Minister of Constitutional Development, Mr Chris Heunis.

The spokesman for the director-general said the SABC was not unwilling to provide time for political broadcasts on television.

The corporation had said that the political parties must get together and decide among themselves on the time to be allocated or the formula to be used, otherwise the corporation would always be accused of being unfair.

He did not know whether the parties had ever tried to get together or whether they had been unable to come to some agreement, but the corporation had never heard from them.

Mr Dave Dalling, PFP spokesman on the media, said today the SABC's argument was "fallacious".

The National Party was already heavily favoured by the SABC.

It would not risk exposing its leadership to critical debate in front of the public. Therefore, when the SABC said the parties must agree, it knew the National Party would not.

If all the other parties agreed to debates it was the SABC's duty to allow these.

Mr Dalling said that, in any event, there were many leading academics, political analysts and journalists who supported the National Party and issues could be debated with them.

It was not the SABC's duty to accommodate political parties, but it was its duty to provide the public with information.

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Why do the 'yes' men have it on SABC?

October 19 83

THE SABC is surpassing itself in promoting a pro-Nationalist "yes" vote on November 2, particularly through its television coverage of the campaign and of the issues involved.

FIRSTLY: The time allocated on all programmes, including the newscasts, is vastly disparate, favouring the "yes" arguments overwhelmingly.

This fact is confirmed by scientifically gathered statistical information, which has already been published.

SECONDLY: The clever use of camera angles... close-up and far-away shots are being employed to the undue advantage of those who argue in favour of the Constitution and to the disadvantage of those opposing it.

THIRDLY: If a "yes" vote speaker addresses a small gathering, no audience shots are shown. But if a "yes" campaigner has a large audience then the camera dwells on that audience, giving the impression of mass support.

Conversely, if a "no" vote speaker addresses a small gathering, then the camera shows this, giving the impression of a lack of public interest.

If a "no" speaker addresses a large and supportive audience, this is usually not reflected in the programme. FOURTHLY: I have received serious complaints from PFP speakers, who have been recorded or televised at meetings or during interviews, that some of their most compelling arguments have been edited out of the programmes finally broadcast, and that less important points have been allowed to remain.

FIFTHLY: While Government and other "yes" speakers are portrayed as having an entire armoury of good reasons why this new Constitution should be supported, the PFP is portrayed as virtually only having one argument to offer, namely that relating to the exclusion of black South Africans.



By DAVID DALLING, MP PFP spokesman on the media

PFP speakers throughout the campaign have laid stress on several points, for example:

- The exclusion of black South Africans;
- The extension in the system and the entrenchment of further apartheid;
- The economic consequences;
- The dangers of one-party domination;
- The lack of acceptability of a constitution enacted without consensus; and so on.

Nearly all the points made are largely ignored by the SABC in favour of one central point, which, if

flogged to death, can only bore white viewers inordinately.

SIXTHLY: While virtually anyone in a position of responsibility who announced a personal "yes" vote is almost assured of being interviewed on television — or, at least, of being quoted — the converse is not true. No white businessman, no coloured, Indian or black leader has been given a chance to state on the television a negative opinion on the Constitution during newscasts.

All this adds up to an attempt to distort the factual reporting of the campaign in such a manner as to gravely prejudice those putting the case against the Constitution.

I have received an allegation from within the SABC that the teams of political editors dealing with the coverage of the referendum are deliberately pursuing a policy of favouring the NP point of view, through the usage of clever editing techniques.

If this allegation is true, then it is a serious matter.

On the September 14, 1983, a delegation of the PFP — consisting of myself, Mrs H Suzman, MP, and Mr H E J van Rensburg, MP — was received by the chairman of the Board, Professor W Mouton, the Director-General, Mr Steve de Villiers, and other members of the senior management of the SABC, including the Head of the News Department, Mr Jan van Zyl.

We were given the categorical assurance that the PFP would receive fair and objective treatment during the campaign and that the SABC would not favour one argument over the other.

This undertaking has not been honoured.

I have sought and obtained responsible legal advice, to the effect that the SABC, during this campaign, has on several occasions breached its charter and the conditions of licence under which it operates, and is probably in general breach of these conditions on a day to day basis.

The PFP is now taking steps to ascertain what legal rights are available to it at this time.

Finally — in order to avoid what could possibly be damaging legal litigation, in order to restore the name of the SABC and in order to ensure that the public are presented with the Constitution arguments in a fair manner — I call upon the chairman of the SABC, Prof Mouton, to institute an immediate and impartial investigation into the biased coverage of the referendum campaign, and to take urgent steps to stop the grossly unfair reporting of the Constitutional debate.

Examples of alleged SABC bias

NEWS: FOCUS: Thursday, October 29.

(a) The time allocated to positive arguments was far in excess of the time allocated to negative arguments.

(b) In reply to an allegation by Mr Watterson that a Bill of Rights could only operate in a homogeneous society, I argued that it was precisely in a non-homogeneous society, one which was divided, that a Bill of Rights could operate to the advantage of citizens.

This argument was edited out of the programmes, leaving Mr Watterson's statement unchallenged.

RADIO BROADCAST: Tuesday, October 4.

(a) Mr H E J van Rensburg (MP, PFP) debated for two-and-a-half hours with Mr L Wessels (MP, NAT). The SABC (radio) recorded the debate.

(b) Mr Van Rensburg dealt with a wide range of matters including:

- Population and urbanisation figures;
- Improved levels of mass education;
- Economic contribution by increased numbers of skilled workers;

● Increased black contributions to the national product, etc.

None of these arguments were mentioned by the SABC when the programme was broadcast. Instead, excerpts of a less significant nature were broadcast.

NEWS FOCUS: Tuesday, October 4th.

(a) "Yes" and "no" editors of national newspapers were invited to appear on the programme.

(b) Time allocated in the programme was as follows: Mr Tertius Myburgh (yes) — 76 seconds.

Mr J MacMillan (yes) — 214 seconds. Combined time: 290 seconds. Mr Ken Owen (no) — 68 seconds.

Mr Tony Heard (no) — 87 seconds. Combined time: 155 seconds.

This reflecting that almost double time being allowed to

those arguing "yes".

PUBLIC MEETING: Sandton. D J Dalling, MP:

(1) Television coverage of this meeting was promised by the SABC, who had been well forewarned.

(2) On the day of the meeting the SABC informed the PFP Sandton that a television camera was not available, but that a radio reporter would be sent.

(3) The meeting was held before an enthusiastic audience and was most successful.

(4) The SABC failed to arrive at the meeting and it was not reported at all.

TELEVISION NEWS: Thursday, October 6.

(1) The SABC reported a small meeting addressed by Harry Pitman, MP, and broadcast several shots of the audience and empty chairs.

(2) The same evening, a near-by meeting of about 1 000 people addressed by Ray Swart

and Chief Buthelezi was not televised.

(3) On the same night it selected for broadcast a large meeting addressed by F W de Klerk, MP, and again used audience shots to create the impression of mass public support.

NEWS FOCUS: Friday, October 7.

(1) Excerpts of a speech made by Marius Barnard, MP, were broadcast.

(2) Although the meeting was well attended, the camera focussed for several seconds on the only few empty chairs in the Hall.

(3) Also, close-up shots were not used, and Dr Barnard was most disadvantageously photographed.

(4) Finally, when editing the film, the excerpts allowed to be broadcast covered a 45 second period when Dr Barnard accidentally stumbled over his words, thus giving a bad impression.

Numerous examples of the former instance were to be found in the programme. The most notable was probably the section where the representative of each party was

4/10/83

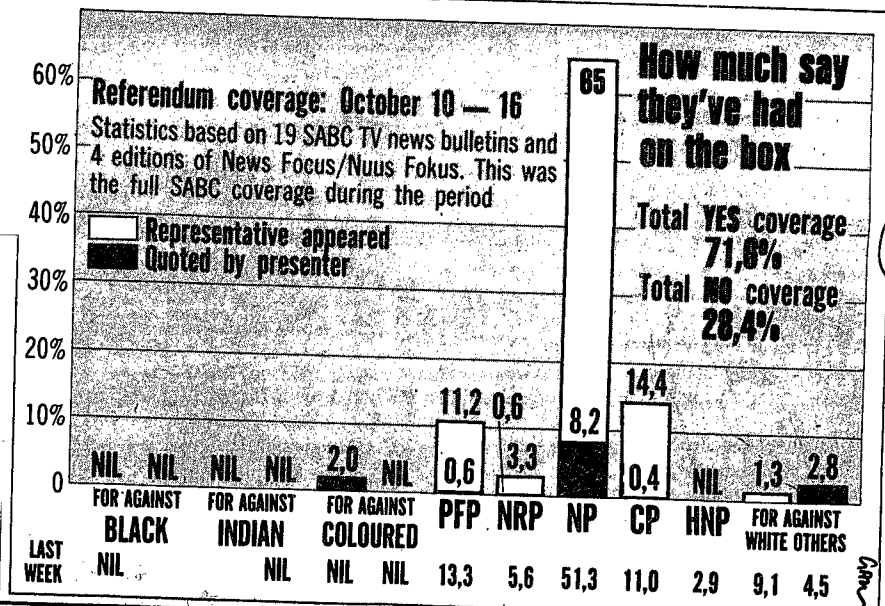


The Thursday edition in English gave the NP and the PFP almost equal air-time. In such cases, only the structural bias gives the game away: unobservant viewers are likely to be duped into believing the programme is impartial.

Most worrying is the new format of the programme, in which viewers' questions are answered by a panel of experts. Every single one of Professor S. A. S. Stansrud's responses on Friday night were a justification of the questions. The questions themselves became mere footnotes to his answers. As we have no way of knowing what questions the SABC has received, it is impossible to debate what choices have been made regarding which questions to pose and which to neglect, thus likely to be the most damaging to the cause of fair play.

Less than a week after appearing in a News Forum programme about the apartheid government, the Bill of Rights was debated by Professor Johan Heyns was again on the box ... this time as a guest of Willem de Klerk in his 'Om Die Waaierd' 'De programme'.

De Klerk began the programme with a historical note, saying that the Bill of Rights came up without the aid of facts, saying that the church must avoid party politics, but - surprise, surprise - we went on to say that the proposed Constitution was a compromise between democracy, the SABC would be called to book for a rectorate that, tabled here.



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 (8/10/83)

Historic TV debate — but is it too little, too late?



EYE ON THE REFERENDUM

By GREG GARDEN

IN AN historic week, which saw the SABC broadcast its first ever studio-based political debate between representatives of parliamentary parties — and a second the following night — it is perhaps with a sense of bitter irony that the broadcasting chiefs might learn the meaning of the expression "too little, too late".

For, in the month that this survey has so far been conducted, the disparity between "yes" and "no" coverage has never been as great as during the past week.

That 71,6% of the time devoted to referendum issues should be handed to proponents of the "yes" vote should be a cause for some red faces at the SABC.

Because this was, of course, also the week in which the corporation said that it was covering the campaign "impartially" and reflecting both sides "meticulously".

By transmitting the Horace van Rensburg/Andre Fourie debate on the same day as its reply to allegations of bias, the SABC was in a sense painting itself into a corner.

Such a radical departure from previous policy must be seen as an admission of culpability by the corporation.

And so why, for goodness sake, do we have to wait for heavy and tarnishing criticism before the SABC — for one programme — comes closer into step with the provisions of its licence?

South African television grew up a little during that News Focus debate.

With only a small blink, I could almost have believed that I was watching the BBC.

The PFP's Mr Van Rensburg performed like an old hand, showing no signs of "this may be the only time ever... better get it right" desperation.

And Mr Fourie and his Nationalist colleague, Mr Stoffel van der Merwe, who took part in the following night's debate, also overcame hesitancy to look

straight down the barrel of the lens at us all.

The CP's Mr Daan van der Merwe didn't quite take his opportunity. Who knows... perhaps there was something interesting midway between the presenter and the camera!

I've heard that the ghost of Dr Verwoerd has a little niche in the Auckland Park studios.

Also, never mind that the paranoiac adherence to the stop-watch killed all spontaneity (perhaps I must take blame for that).

At least there was no manipulation of the speakers or their points. No selective editing, no disadvantageous camera angles, no imposed emphasis.

The chance to talk directly to each other viewer individually was a unique and important opportunity for the participants.

But this is where the irony arises.

This week's statistics make it quite clear that a single programme counts for virtually nothing.

One saving grace is that the SABC is beginning to feel obliged to give other parties a chance to enter into debate, and announced that this Thursday's News Focus programme will feature the "yes" case being put by the New Republic Party.

The PFP will provide the counter-argument.

It will be interesting to see whether the SABC makes Parliamentary representation a criterion for participation.

After all, if the HNP gets given a chance, where is the line to be drawn? A photograph which appeared in this newspaper last Saturday showed ban-

ners saying "Stem Nee" stretched over the heads of at least 18 people at Mr P W Botha's referendum address at Randfontein last week.

In an over-average three minutes 14 seconds slot accorded to Mr Botha on SABC-TV's 8pm news bulletin on Friday, nothing of the sort could be detected.

Numerous cut-away shots emphasised the size of the turn-out, and a camera was perfectly positioned in the audience to record a standing ovation given to the Prime Minister.

But no banners, and virtually no heckling.

The SABC's way of telling us that a sizeable part of Mr Botha's audience was made up of Conservative Party supporters was to say that the Prime Minister had addressed a "rowdy" meeting.

There is no need for further examples.

Indeed, I will again state my belief that last week's News Focus debates were milestones in responsible broadcasting, and express the hope that the positive forces which gave rise to them being aired will prevail more strongly and widely in the week ahead. If they do not, we may end up with only one bar on the graph in the week before voting.

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21/10/83

SINCE the start of the referendum campaign, the South African Broadcasting Corporation has functioned on the premise that its primary task is to help to create an informed public opinion concerning the proposed Constitution.

With that objective in mind, programmes have been presented giving factual explanations of matters dealt with in the Constitution; in consultation with those political parties that have held discussions with the SABC; and, with regard to the referendum campaign itself, the most important issues have been identified and examined from all political points of view.

Slots have been introduced in which questions from the public on the substance of the Constitution and related matters have been dealt with factually by authoritative commentators, mini-debates on issues between representatives of the different sides, have been presented, and referendum meetings have been reported.

In this way all the issues that have been brought to the attention of the SABC by political parties, as well as supplementary issues that came into focus in the course of the campaign, have been covered.

What is more, they have been covered fairly, since the SABC has structured its programmes in such a way that arguments for and against any particular issue were set out against one another.

Against that background of what the SABC has in fact done to inform its audience, may I make use of the opportunity offered to me by the Rand Daily Mail to reply further to the points raised recently by Mr Dave Dalling, MP.

It is not my intention to become involved in a political argument (which is also why I do not comment on the Rand Daily Mail editorial of October 15, 1983) but to demonstrate that the SABC has indeed fulfilled its duty punctiliously within the framework of its charter, which prohibits it from taking sides in a party-political debate.

Why I say the SABC coverage has been fair

The Broadcasting Act of 1976, as amended, requires of the SABC to present events of the day factually, impartially and without misrepresentation.

With regard to controversial matters — and party politics are *prima facie* and inherently controversial — the policy code of the SABC requires further that information should be conveyed in an impartial, balanced and authoritative manner, taking into account that balance between differing or opposing standpoints may be achieved over a period — not necessarily in a single programme — and that news value should be the criterion.

These premises were discussed at the outset of the referendum campaign with representatives of those political parties that requested interviews with the SABC.

Among them was a deputation from the Progressive Federal Party, comprising three senior Members of Parliament, including Mr Dalling.

The SABC gave each one of those parties precisely the same undertaking that programmes would be introduced for the purpose of covering the referendum, that issues would be dealt with thematically and that both the "yes" and the "no" arguments would be faithfully presented.

The SABC pointed out at the same time that, while these programmes would strive to maintain a balance between "yes" and "no" standpoints, no undertaking whatsoever could be given — especially with regard to news bulletins — that parity would be maintained at all costs.

The main reason for this reservation was and must be obvious.

For any worthwhile news medium, news value is paramount; it is the final arbiter.

To throw that selection principle overboard in an artificial attempt to ensure equal time would imply a manipulation of news that could not be tolerated on professional grounds.

The impression gained by the SABC was that all those political parties — including the PFP — accepted this principle, as well as the programme ideas of which they have been informed.

Since then still more pro-



By RIAAN EKSTEEN, Director General designate of the SABC

grammes have been introduced to promote the idea of debates — about which the PFP amongst others felt strongly — in the SABC's coverage of the referendum.

Thus the SABC has not only complied with the implicit agreement and mutual understanding, but actually taken it further in the direction advocated by the PFP and others.

The SABC remains firmly convinced that it has not only acted in accordance with and in the spirit of both the Broadcasting Act and its charter, but has indeed played a key role — and this is confirmed by opinion polls — in enabling the electorate to be in a position to express an objective judgment on the Constitution.

Exercises with stop-watches to try to prove the contrary are cynically misleading.

Obviously, Government spokesmen will receive greater coverage in news bulletins than Opposition spokes-

men, as was foreseen at the meetings with party representatives.

When that happens, however, it is not to promote one point of view, but simply because the Government of the day is a greater newsmaker than an opposition party.

The fact of the matter, however unpalatable it may be to some, is that the party in power governs.

By so doing the Government takes steps and makes judgments that affect people's lives, whether they are supporters of the Government or not.

The public must be kept informed of such developments.

Therefore, no professional news medium would try to evade that duty of conveying information in an attempt to achieve an artificial balance between parties.

The SABC considers that a distinction should be made between referendum pro-

grammes, in which balance is an overriding concern, and news bulletins, in which newsworthiness determines and secures a spot for a particular event or statement.

If such a statement or event relates to the referendum and is accommodated in a news bulletin on news merit surely cannot be argued that the other side or point of view must be accommodated.

The SABC believes that it should report on events as they occur and that it might lead to dangerous manipulation of the news if it were to solicit counter-arguments as a matter of routine in its news coverage.

With regard to the explicit complaints raised by Mr Dalling, I would like to point out the following:

In the discussions that were held with the PFP delegation, it proposed that its representatives should be given the opportunity to indicate what parts of their speeches should be covered.

That proposal could not be accepted, as it would have meant abandonment of editorial control by the SABC — something no news medium would permit.

Nevertheless, the assurance was given to the PFP delegation that the SABC would scrupulously present the main arguments of that party, as it would those of the other parties. The records of the SABC show that the chief elements of the arguments put forward by the PFP as presented to the SABC, have been presented repeatedly. There is, therefore, no question of the SABC having ignored the "most compelling arguments" of the PFP.

The main arguments put forward by the PFP as presented to the SABC, have been presented repeatedly.

There is, therefore, no question of the SABC having ignored the "most compelling arguments" of the PFP.

Mr Dalling complains about unflattering projection of PFP speakers. This is a complaint that applies to spokesmen of all parties.

Television is a hard medium to please when it comes to faces, noses, beards etc. Some people the medium accepts and portrays in a complimentary manner — others it rejects.

The SABC cannot change that and everybody has to

live with this hard fact. Richard Nixon's television appearance in his debate with John Kennedy, with its disastrous consequences for Mr Nixon, is a well-known case in point.

It has in fact happened that empty seats were shown at meetings, but this does not apply to the PFP only.

There have been meetings of Ministers, Deputy Ministers and others during which the camera also showed empty seats.

It is a generally accepted — indeed, an unavoidable technique — to use cut-away shots to bridge editing points in covering speeches.

No sinister motive should be read into its application in news coverage.

I admit that empty seats can be an embarrassing and unnerving sight; but I should like to give the assurance that the SABC has no wish to exploit that for party-political purposes.

The same applies to camera work. Practical circumstances at meetings determine the angles at which speakers are photographed; lighting and other factors have an effect on the final product.

It should also be recognised that the SABC and its personnel cannot be held responsible for decor, flowers, seating arrangements and filling of seats. Surely these are the concerns of political parties.

The insinuation that "special editing teams" work within the SABC to favour one particular side is rejected.

Mr Dalling should know that no such "team" could exist in an organisation as large as the SABC.

Mr Dalling asserts that a person (or more) has informed him about certain activities within the SABC that might be detrimental to the PFP case.

May I appeal to Mr Dalling to persuade his informer — rather than to encourage him to continue — to bring such evidence to the attention of those within the SABC who can deal with it effectively?

My colleagues and I at the SABC have the responsibility of projecting and presenting in a responsible manner to all our viewers and listeners those facts that are important, that matter and that may be decisive to the future of South Africa.

The SABC will not neglect that duty.

But, when it constantly hears nothing but criticism, the SABC wonders whether its critics have any intention of ever being reasonable in their approach towards the SABC and to stop believing that the role of the SABC is the one that they would determine.

I want to give the assurance that the SABC and its personnel are reasonable people.

Accordingly, reasonable and just criticism will impress the SABC. Unreasonable and unjust criticism can achieve nothing and the SABC can only reject it.

ONLY EIGHT SHOPPING DAYS LEFT

Statistics cannot show up SABC's grey areas

25/10/83 (326) ROM

IN SPITE of repeated statements from the Director-General, which have received generous coverage in SABC TV news bulletins, that the SABC is covering the referendum campaign impartially, last week's television coverage yet again showed a vast imbalance in the "yes/no" argument.

The new statistics show a 20% fall-off in National Party airtime, but this amount has merely been redistributed among other proponents of the "yes" vote, most notably the New Republic Party.

Thursday's main news bulletin also presented the SABC's first coloured speaker since my monitoring began: a loquacious Mr Elbrahim of Revensmead, who took the opportunity of addressing his exclusively coloured audience as if they were exclusively whites.

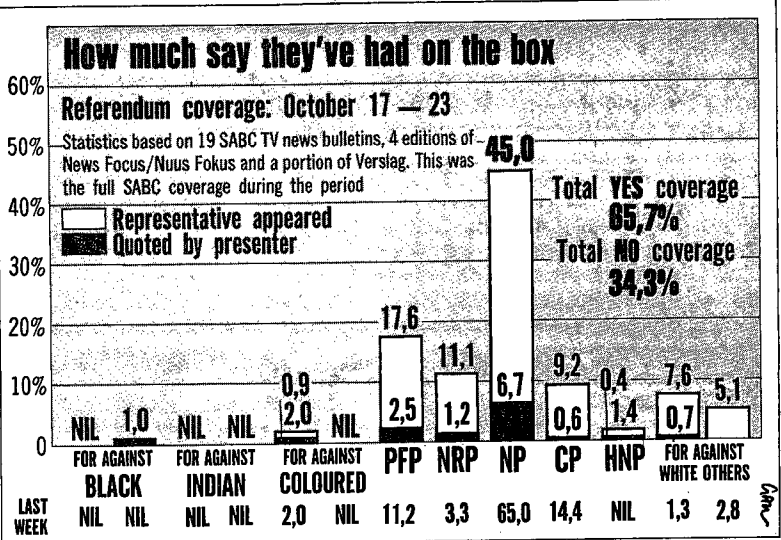
"If you vote no, we will read it as a sign of rejection," he said.

One of the major problems in compiling these graphs over the past five weeks has been the question of how to classify material which insinuates a stance towards the referendum question, but does not clearly state that stance.

To ensure the statistics have validity, and to keep personal interpretation to a minimum, these "grey" areas have not been taken into account.

A notable example is the News Focus programmes, in which Professor S A S Strauss "explains the facts" of the proposed Constitution.

He alone had nearly 30 minutes of airtime this week, in three separate pro-



grammes. Each time, his justification (rather than explanation) and support (rather than neutral assessment of) the new system was even more

transparent. His "factual explanations" were peppered with "buts" and "howevers". If the SABC is at all serious about its impartiality, how

could it even begin to justify using, as an impartial authority, someone who has publicly urged a "yes"? A large advertisement in the Sunday Press ran "We urge you to vote, and to vote Yes". Prof Strauss was one of the signatories.

Another abuse occurred in Friday's Nuus Fokus programme on the economics of the proposed constitution.

A presenter introduced the material, and appeared regularly throughout the body of the programme to structure and direct it, and to give the impression of due impartiality.

But, instead of carrying this through to the end, the presenter suddenly disappeared, leaving the National Party's Professor Sample Terreblanche to conclude the programme by asking viewers to take note of "the economic opportunism of the PFP and the economic fairland of the CP".

The statistics of the past month reveal a 68,2% coverage of the "yes" vote by the SABC-TV.

What this stark figure does not reveal are all the other less obvious methods used by the corporation to sell the Government line.

NP 400% more time than PFP

THE more than two-thirds slant by SABC TV in favour of those advocating a "yes" vote in tomorrow's referendum was maintained over the past week, in spite of a decline in the percentage of total air-time devoted to the views of the main white parties.

The graph reveals a corresponding increase in the coverage of "white others" ... made up this week largely of English-language newspaper journalists and women from various walks of life.

The various views of these two "groups" were the subject of two News Review programmes this week.

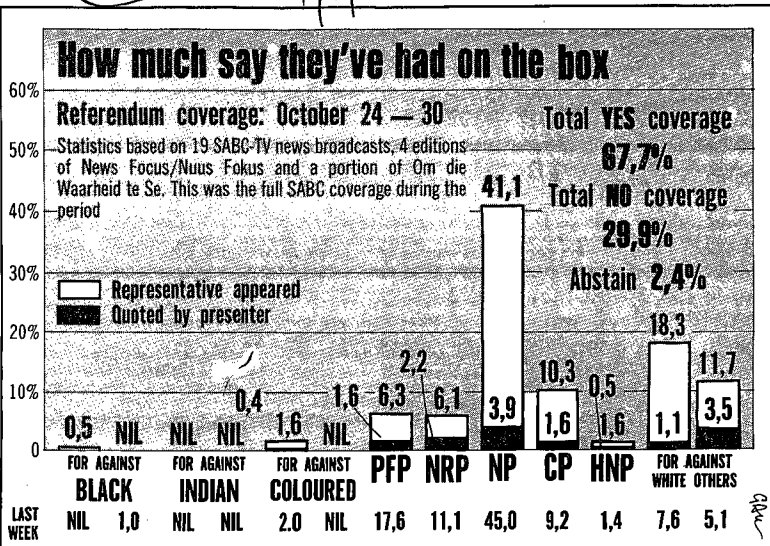
The other two News Review transmissions were blatantly and heavily biased in support of the proposed new Constitution.

One edition featured three South African diplomats abroad, who all strongly urged a "yes" vote, while the other set out to discredit the Conservative Party's idea of a "coloured homeland".

This again draws attention to the methods used by the SABC in support of "yes" votes, but which cannot be measured by statistics.

The strong focus on military preparedness and a "total onslaught" reached a crescendo with Sunday's "Target Terrorism" News Review.

The proliferation of such programmes at this time



makes them part of a wider and less obvious strategy in support of the National Party.

Three other observations stand out this week. Firstly, Professor S A S Strauss, who had appeared regularly on the box in previous weeks to "explain" the new deal, was not featured after charges under

the Referendums Act had been laid against him and the SABC following last Sunday's Nuus Oorsig programme.

Secondly, coverage of an "abstain" option appears in the statistics for the first time since monitoring began.

Since this monitoring of SABC TV's referendum coverage started on September 21, 26 946 seconds (just over 449 minutes) of television air-time has clearly advocated either a "yes" or "no" vote, while a further 5 855 seconds (97,6 minutes) consisted of more general referendum coverage.

Statistics published in these columns have been based on the first figure only. The final statistics for the full six-week period are as follows:

TOTAL 'YES' COVERAGE 67,0%
TOTAL 'NO' COVERAGE 32,5%
TOTAL 'ABSTAIN' COVERAGE 0,5%

The percentage of total coverage accorded to each group over the six weeks are:

National Party	51,7%
PFP	13,2%
CP	10,9%
NRP	7,6%
'White others' in favour	6,3%
'White others' opposed	5,0%
HNP	2,6%
Coloureds in favour	1,1%
Blacks opposed	0,8%
Indians in favour	0,2%
Blacks in favour	0,1%
Coloureds opposed	0%
Indians opposed	0%
	100,0%

These findings are the most comprehensive monitoring and analysis of SABC TV broadcasts ever done.

The National Party was given nearly 400% more air-time than the Progressive Federal Party, and more than 500% more air-time than the Conservative Party.

1. Enter at the top of each page and in col. of the block on this cover the number question you are answering.
2. Blue or black ink must be used for answers. The use of a ball point pen is able. Red or green ink may be used c underlining, emphasis or for diagram which pencil may also be used.
3. Names must be printed on each separat (e.g. graph paper) where sheets additional to examination book(s) are used.

missioner or to an invigilator before leaving the examination.

Any dishonesty will render the candidate liable to disqualification and to possible exclusion from the University

Strict controls for broadcasts

SA censorship agreement over Bop TV

Pretoria Bureau
BOPHUTHATSWANA and South Africa yesterday agreed that neither country would broadcast programmes that could slander either government or prejudice security.

This is one of the strict provisions in an agreement which gives Bophuthatswana the green light to beam its proposed television service to a large number of black areas in South Africa.

"Offensive" reports or programmes featuring "details of the human body" will also be strictly taboo.

So will programmes that are "blasphemous, indecent or of an obscene nature".

Both governments have also undertaken to disallow other countries to broadcast from their territories unless this is agreed to.

And they have agreed that

reporting on current events at home and abroad would be conducted "clearly, unambiguously, factually, impartially, and without distortion".

The two have undertaken to apply "strict and enforceable norms that reflect the highest standards of good taste... concerning matters such as physical defects, deformities, inflammatory questions of race and colour, crime, violence, intoxication, drug addiction, lotteries and gambling".

The agreement, covering radio and television, was signed in Pretoria by President Lucas Mangope and Mr Pik Botha, Minister of Foreign Affairs and Information.

In terms of the agreement, Bophuthatswana will be able to transmit its TV service to most black townships on the Reef and Pretoria areas, a number of townships in the Orange Free State, and to

Kimberley and Vryburg in the Northern Cape.

Both governments recognised the need to be able to reach their own citizens resident in each other's territory.

The SABC has undertaken to ensure that the necessary television distribution facilities will be erected "timeously", so the relaying of services to Soweto, Dobsonville, and Kagiso can start on December 1.

In a separate statement, the director-general designate of the SABC, Mr J A Eksteen, said the services the SABC would provide would present new challenges.

But, in providing these services, this did not mean the SABC would neglect its own services and expanded programmes.

He emphasised that the SABC would be compensated for all the services to be provided in terms of the service agreement.



Bophuthatswana's President Lucas Mangope television being beamed to South Africa

Man guilty of fraud

Pretoria Bureau
A PERSONNEL OFFICER of the Department of Co-operation and Development, who defrauded the department of more than R8 000 because of financial difficulties, was found guilty of fraud by the Pretoria Regional Court yesterday.

Sentence will be passed on January 4.

Christiaan Lourens Dreyer, 29, of Garsfontein near Pretoria, pleaded guilty to the charge before Mr B J O van Schalkwyk.

The court found that he falsely issued an invoice in his name for the payment of R8 000, instead of in the name of the department, for the blasting of rocks at Kwaggafontein on August 20 this year.

He said he knew what he had done was wrong.

Asked by the magistrate why he had done such a thing, he said he had hired a farm for which he was paying about R2 000 a year, but because of severe drought he had experienced financial difficulties.



UK kills fears on SA 'spy'

London Bureau

LONDON. — Commodore Dieter Gerhardt, the South African naval officer who is on trial in camera for allegedly spying for the Soviet Union, last had access to British naval secrets in 1964, the British government has revealed.

In a House of Commons written reply Mr John Biffen, Lord Privy Seal, said Commodore Gerhardt had attended courses at the Royal Naval Engineering College and other naval establishments in Britain between 1956 and 1964.

"The assessment of this matter that has been undertaken confirms that any classified information he gained so long ago would be unlikely to have much value today", Mr Biffen. The commodore would have had access to British se-

Speculation of new education

By HELENE ZAMPETAKIS

A COLOURED educationist, Mr Franklin Sonn, and the president of the South African Indian Council, Mr A Rajabani, have been named as early candidates for the positions of Ministers of the new education departments.

And prominent educationists said this week it was likely that the Minister of National Education, Dr Gerrit Viljoen, will head the department responsible for macro-policy (the policy of all the departments).

Although legislation to implement South Africa's new educational dispensation will only be passed in Parliament next year, educationists have already begun speculating as to who the country's new Ministers will be.

They have named Mr Sonn, at present head of the (coloured) Union of Teachers' Association of South Africa, as the man most likely to head the department of coloured education.

And Mr Rajabani, head of the SAIC executive committee and responsible for Indian education, was named as the most likely candidate for the post of Minister.

It was pointed out that Training, remain in the

Account Paper, South

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English exam exciting

Matric review

SA tightens grip on airwaves as Bop-TV toes line

By ANGELA GILCHRIST

A TOUGH agreement between the governments of South Africa and Bophuthatswana tightens South Africa's stranglehold on television broadcasting and ensures that 'independent' Bop-TV will toe the line.

South Africa has held the whiphand in discussions between the two governments because Bophuthatswana is not internationally recognised and is thus dependent on South Africa for the allocation of airwaves.

The agreement, signed in Pretoria on Friday, outlines what is permissible — from politics to nudity — and knocks Bop-TV as an alternative to SABC-TV.

It also confirms previous Sunday Express reports that the South African government intends limiting Bop-TV's access to the lucrative PWV area by allowing it to beam its service only to areas where Tswana people live.

Bophuthatswana has to obtain a licence from the Postmaster-General of South Africa to broadcast in South Africa, and the licence can be withdrawn at any time.

The agreement states in part that:

● Reporting on newsworthy current events in their re-

spective territories and abroad "shall be conducted clearly, unambiguously, factually, impartially and without distortion".

● Bop-TV shall apply "strict and enforceable norms that reflect the highest standards of good taste and the moral attitudes of their respective societies while broadcasting about physical defects, deformities, inflammatory questions of race and colour, crime, violence, intoxication, drug addiction, lotteries and gambling".

● The broadcasting of "offensive reports and programmes featuring details of the human body shall comply with standards of good taste".

● Bop-TV shall prevent broadcasting which is "blasphemous, indecent or ob-

scene as well as anything which is contrary to any rule of law operative in either country".

● Broadcasting of material that may "inflame public opinion, lead to a contravention of the law, threaten the security of the respective states or cause unrest or panic" will be taboo.

● Neither of the parties will broadcast anything that may "slander the government, state or nation of the other or that may prejudice the national security or interests of the other".

● Freedom of religion will be taken into account and nothing will be broadcast that may cause rivalry between religious denominations or groups.

● Advertisements will conform to standards adhered to by members of the Advertising Standards Authority of South Africa.

TV, radio boost for education

By Jean Hey,
Education Reporter

By the end of this year the SABC will have launched educational programmes on TV, making home study through television a reality in South Africa.

At the helm of the SABC's new department of educational programmes — which includes radio and television aimed at whites, coloureds and Indians — is Dr P J van Zyl.

He is a former professor of education at the Rand Afrikaans University (RAU) and former director of the university's Bureau for Continuing Education.

After less than two weeks in the chair, Dr van Zyl is still busy with

the essential spadework.

"Only when I have appointed staff will we plan our priorities, programmes, and approaches," he says.

An ideal starting point, he says, are the recommendations of the Manpower Commission and those of the De Lange Committee.

"The De Lange Report showed up the need for school-readiness programmes, career guidance and the education of parents. These are the type of education programmes we will consider for both television and radio."

Dr van Zyl also intends exploring television lessons on the traditionally difficult school subjects of maths and science.

As a man who for decades has been involved in education and the media, Dr van Zyl sees television as one of the most powerful educational forces at our disposal.

"A television programme can feature sev-



Professor P J van Zyl

eral experts in a short space of time, giving the student the best quality information," he says.

However, this man, who for eight years was a teacher and who lectured in education for 13, believes there are times when nothing can beat the "talk and chalk" method of teaching.

"I am not going to project the idea that television is a superior medium of education. The best approach is the multimedia one," says Dr van Zyl.

The child who is taught by the "talk and chalk" method alone is likely to

become bored because he lives in a visually oriented world, he says.

However, Dr van Zyl believes educational television has a major drawback: it is a one-way method of communication that allows students to be passive.

"Perhaps we will design work-books which we can distribute to the users... it is certainly a major problem."

Media literacy — another possible obstacle to educational television and radio in South Africa — is fast being overcome by the departments of education, says Dr van Zyl.

"There is a significant movement in the schools of South Africa. One education department has bought 4 500 over-head projectors for its schools and others are buying computers.

Dr van Zyl says: "I see teachers as my allies in this effort. Without their co-operation the project would be doomed from the start."

By Jean Hey,
Education Reporter

SABC's stance 'politically neutral'

Newspapers in South Africa push a particular party political line to satisfy their readers — but the SABC remains politically neutral.

So said the director-general of the SABC, Mr J A Eksteen, in an address yesterday to Ramapo, the Rand Afrikaans University student society.

Mr Eksteen said it was in the interests of the community for newspapers to take a political point of view.

"A newspaper can best play its role if it takes a standpoint, chooses a side, its man, its

party, or its cause, whose principles it supports, defends and furthers."

This had to be so because party politics in newspapers helped create a dynamic and healthy community, he said.

"A newspaper serves a specific readership group. One, after all, buys a newspaper because you want to read that

specific organ."

Contrary to the role of newspapers, the SABC remained aloof from party politics, Mr Eksteen said.

While the SABC was often accused of being a Government mouthpiece, it only gave more exposure to the views of Government officials than those of opposition parties because, "like everywhere in the world, the Government of the day in South Africa is a greater news-maker".

The SABC had to report without taking sides because it was South Africa's national broadcast corporation and must inform all groups, of whatever political persuasion.

"On occasion it may happen that the SABC line might overlap with that of a particular party, but nobody should read into that any sinister motive," he said.

Despite the SABC's political neutrality, Mr Eksteen emphasised that it was "absolutely necessary" for the corporation to help prevent the "revolutionary onslaught against South Africa" from gaining any success.

"The SABC will go out of its way to perform this service in

the national interest."

Among other aims, the SABC

- To promote healthy relationships between races.
- To preserve public order, peace, freedom, lawfulness, national safety, honesty, decency and good taste.

Speaking of the SABC's foreign radio service, Radio RSA, Mr Eksteen said it provided a "calm and tranquil, but determined and dignified voice" in the midst of the hysterics of the

altwaves.

ALTERNATIVE TELEVISION

Not just a SABC failure . . .

SA has a television dilemma — some would say a disgrace — that is more than just political. In the past, there have been numerous calls for a viable alternative to SABC-TV. But setting up an alternative network is not as easy as many might believe.

Of the options available, cable television and direct broadcast satellite (DBS) are the most widely touted, but owing to problems peculiar to SA, the whole question has become more complex.

One question is: can the existing second-channel option feeding into many blocks of flats and townhouse complexes be extended?

It could be done using a normal wire system or fibre-optics, one television source tells the *FM*, "but this is very expensive and would work only in high-density population areas." One of the biggest problems is the distance that must be covered. The signal weakens the further it has to go. To ensure good reception it must be boosted.

The real problem lies with physically laying the cable. Legally, no one other than the Department of Posts and Telecommunications (P & T) can transmit in SA. Permission would have to be granted. This looks unlikely.

With the DBS option, a "dish" aerial has to be installed. Priced up to \$5 000 in the US, they would cost substantially more in SA. The advantage is that the signal can be carefully controlled to reach a specific target area, that is, a particular building or suburb. If a deal could be struck with an overseas satellite company, up to 12 stations could be received by DBS. But the cost would be astronomical.

Another option is a domestic satellite for SATV and other broadcasters. Here, a stationary satellite (one which revolves with the spinning earth, but hovers permanently over SA) bounces a picture from a local "uplink" to a local "downlink" — an identical operation, except that it is domestic, to P & T's Hartbeeshoek earth station.

The British Broadcasting Corporation considered a DBS system, but found it would have to spend in the region of £25m for transformers to relay the signal. The idea was shelved.

In SA, there is one possible bright spot in an otherwise bleak television future. The SABC's charter expires on December 31 1985. Could this open the television franchise to free enterprise? No one, certainly no one at the SABC, is saying. It is obvious, however, that several of SA's big corporate institutions have the resources to set up an alternative service. Whether they have the will or not is another matter.

If large corporations were to research the possibilities, they would have to tread carefully. The American CBS group earlier

this month backed out of a \$700m investment in a DBS service after spending \$30m-50m and a year of research.

FM inquiries reveal that none of the SA corporate majors really seem to have got even the most rudimentary of television acts together. To do this effectively would stretch available local engineering resources to the utmost.

Advertising revenue potential is enormous. Even the SABC, with its indifferent programme fare, pulls a fortune in ad revenue, which jumped from R119m in 1981 to R197m in 1983 — so much so that newspapers are now up in arms about revenue lost to the tube.

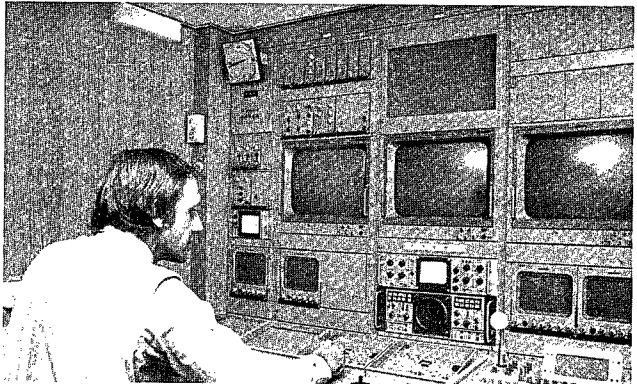
"Newspapers would like to get into television wherever they could," says Argus

MD Hal Miller. "I think they ought to be given a chance. No research has been done yet, but I believe it could be done."

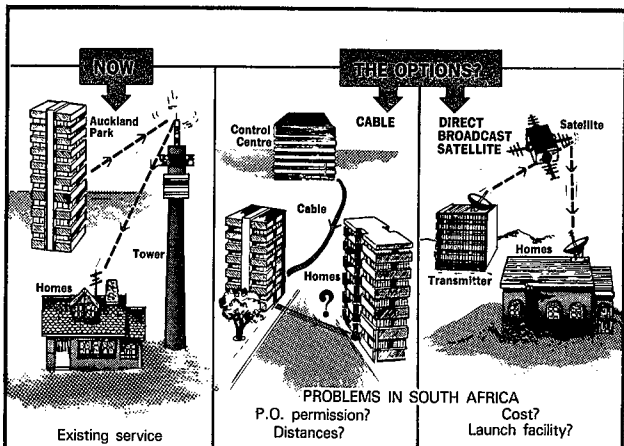
Nasionale Pers MD Ton Vosloo tells the *FM* (*Business*, July 6) that SATV is taking an increasing — and, he feels, disproportionate — slice of the advertising cake.

The saddest part of the SA television story is that nowhere in the world has more television technology of one advanced generation been assembled on one site and put to use so badly.

Some say what was offered at Auckland Park in the early Seventies was the greatest television opportunity in all of television's history. And they add that what happened has therefore been the greatest television waste in history.



On the mixers . . . fading up a better picture?



The 4% solution

The country took a step into the constitutional unknown this week — and the television coverage of the coloured and Indian elections did little to help it along. The aim was to legitimise the whole operation by providing all the traditional symbols: an authoritative results team, a constituency score-board, an earnest panel of analysts.

But things began to fall apart with the very first result in the House of Representatives election. The seat was Bishop Lavis, the percentage poll an embarrassing 4%. The normally comfortable Adrian Steed registered something approaching a shock-horror expression; already the script was off the rails.

The scoreboard looked as if it had last been used at a 4th division rugby match. The panel, under the fumbling direction of Sakkie Burger, wittered on about a Labour Party landslide, and studiously avoided getting to grips with the reasons for the low percentage poll.

Of the panelists, Bhadra Ranchod seemed far more dignified, lucid and honest than Red Metrowich and Law-

rence Schlëmmer put together; but he was too abstract and academic. Red just rooted for the system in 10 different ways, and Lawrence was unusually reticent. We desperately needed light entertainment, and it was provided on cue by Freek Swart and his four selected-at-random voters.

Swart looked as if he was in an electric chair, expecting the switch to be pulled at any moment. He grimaced and growled as the envelopes were opened by the panel; all squirmed awkwardly as the letters were read out.

The television competition was bizarre and humiliating in the extreme. If it was a play, it would have closed before the end of the first act; if it was a horse, they would have shot it. The enormity of the disaster penetrated even the recesses of the propaganda engineroom, and the merciful Steed murmured that the Indian competition had been cancelled because of a "lack of time." If the viewers believed that, they'll believe anything. The trouble is they do.

For the SABC to display sensitivity

twice in one week is remarkable. The second instance was the decision to get all the reporters on the House of Delegates election to speak English. I'm sure this was appreciated. A pity, then, that no one ensured that the reporters could express themselves with even elementary fluency. We were told from one constituency that the winner was going to win. It's nice to know that even in politics there are a few certainties.

I wanted to describe the coverage as farcical but remembered in time that farce is a respectable form of theatre, requiring slick timing and good lines spoken by competent actors. Farce is amusing and entertaining. Tragi-comedy sounded better, but that would also have bestowed on the election coverage a dignity it did not deserve.

Suffice to say that when I dozed off at midnight, I felt embarrassed and sad. My last thought was about a disturbing trend evident on each election night — the electoral officers seemed to have been persuaded by the SABC reporters to delay announcing until the studio had decided that a result was "imminent." It seemed the SABC was doing more than supporting the election — perhaps it was running it too.

The newsmaker of the week was Ockie Oosthuisen. The rebellion at the Transvaal rugby practice cried out for in-depth treatment, and the newspapers responded. The Afrikaans dailies were vociferous in their criticism. But the SABC decided to play it cool; probably unsure which side to support — or else it was simply too controversial for any chances to be taken. The news coverage of the incident was limited and predictable.

If Ockie was a rebel with a cause, the highlight of the week was James Dean in *Rebel Without a Cause*. His performance is not at all dated, and stands comparison with the best on offer in the Eighties. At least they got it right with that one — the week was badly in need of rescue into escapism.

David Williams



Election scene ... more frenetic in the studio

Only the news that fits

The SABC's television service has come in for some heavy criticism of late — not least from the FM. Part of the reason is clearly its blatant attempts to boost the new constitution, meaning that its normally high propaganda component has been escalated to the point where people are being forced to switch off their sets or switch off their minds.

The FM has suggested that it is not the function of a State television service to peddle any particular ideological line while at the same time reaping the benefits of a monopolistic advertising airtime policy. However, since the mandarins of Auckland Park do not take kindly to any attempts to dilute their considerable, if abused, powers of persuasion, such a freeing of the airwaves cannot come about soon.

However, that does not mean that criticism of the way SABC-TV conducts its business should be stifled or abate. On the contrary — now is the time to point out in greater detail exactly what is wrong with it, before we are totally beaten into submission or boredom.

It must be conceded that even in countries where news reporting and comment is virtually unrestricted, there is no such thing as the "truth." The best that the average Briton, for example, can expect from the media is comprehensive reporting from a variety of angles, complemented by a wide spectrum of informed comment and opinion.

But organisations like the BBC do seek to give of their best to their public. They are fiercely protective of their independence from government. Aware of the power they exert on millions, they are concerned to fulfil their responsibilities so that integrity is preserved. They do do their utmost to give both sides of any story — and this is especially so when the issue at stake is highly controversial.

It is sad and potentially dangerous for SA that the same approach is missing among the decision-makers at the SABC, despite pained protestations of innocence.

In a speech to the Cape Town Press Club on August 24, SABC director-general Riaan Eksteen gave the game away. In essence, he accepted for the SABC the role of a "watchdog" prepared to keep public figures on their toes and to ensure they act in SA's interests. But Eksteen immediately added a crucial qualification: the watchdog had to be "constructive."

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Eksteen quoted an American TV executive in support of this thesis: "TV news is based on elimination rather than inclusion. Time is the key factor that influences our decisions. We have a great sense of responsibility to be fair, balanced and accurate. We are not communists trying to destroy America nor are we defenders of the *status quo*." Eksteen then said that the same is true of TV news in SA.

But the crucial point is that elimination and inclusion of news depends entirely on the interpretation of what is fair, balanced and accurate.

We do not question Eksteen's sincerity when he says he is not ashamed of the way the SABC covered the recent elections to the Houses of Representatives and Delegates. No one quibbles with inclusion of election coverage. What is so insidious is the elimination of many items which have proved discomforting to the *status quo*. This is done by either ignoring particular events and individuals; or, more often, by giving them very slim coverage and then perhaps dropping them far down in the bulletin. The effect of such relegation, or news control, cannot be underestimated.

Newspaper readers are able to switch their attentions because the medium is static; the feature on page eight need not necessarily take second place to the front-page headline if it is what the reader is looking for. Again, newspapers are commercial enterprises and have a right to be biased if they want to be — since readers can "switch off" by not buying them.

TV viewers have no such luxury. Running order is crucial, and perceptions and indeed actions can be affected by it. And there is no denying that certain types of story are consistently relegated by the SABC.

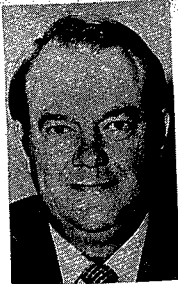
Dare anyone pretend that the recent unrest in Soweto, to take just one example, received the coverage warranted by the magnitude of the violence and deserved, for example, by businessmen who need to know about such matters if they are to plan properly? The answer is no. The reporting was *not* comprehensive, *not* fair, *not* balanced and therefore *not* accurate.

Official reaction was broadcast — but contrasting opinions were ignored or unsolicited. The frightening fact is that, if Eksteen's pronouncements are to be taken seriously, Auckland Park may be under the impression that it is doing a proper job. And that's precisely why it shouldn't be allowed to get away with it.

Nel says spillage is not in public interest

Bop-TV rejection shocks delegation

STAR 16/11/84 326



Mr Louis Nel

By Gavin Engelbrecht, Pretoria Bureau

A delegation representing more than 58 000 people who signed a petition protesting at the blackout of Bop-TV spillage in white areas was shocked at the "pre-prepared and flat rejection" of the petition by the Deputy Minister of Foreign Affairs, Mr Louis Nel, yesterday.

Immediately after the meeting in Pretoria with the delegation, which was accompanied by Progressive Federal Party MP Mr Dave Dalling, a statement by Mr Nel was handed to the media.

In it Mr Nel said he had listened with great attention and understanding to the representations made to him but he could not accede to them.

One reason was the agreement concluded between the South African and Bophuthatswana Governments concerning the beaming of the Bop-TV signal to areas in South Africa where there were concentrations of Tswana citizens.

The other was the serious threat to advertising revenue of newspapers if reception were not restricted.

Serious implications

If the SABC did not effectively control Bop-TV spillage in South Africa, the service would eventually be received over virtually the entire Transvaal and Orange Free State and parts of the Northern Cape.

This, said Mr Nel, would have serious implications for the continued existence of the South African newspaper groups.

If the Bop-TV signal were not restricted in terms of the agreement, it would be able to claim a far greater portion of the advertising pool on which the newspaper industry was largely dependent for its income.

Mr Nel argued that the Government had a responsibility towards the newspaper industry and said that it was not in the public interest for the existence of the Press to be threatened.

Mr Nel said that, in the past, newspapers had made representations to the Government to limit the advertising time allotted to the SABC.

He went on to say that the SABC should take note of the dissatisfaction of large sections of the public with the content of television programmes.

The leader of the delegation, Mr Steve Roos, said that when it was put to Mr Nel that the Press had supported the petition, Mr Nel said they probably wanted to gain political capital.

Mr Nel said that the Government's standpoint would be affected if newspapers agreed to Bop-TV in South Africa.

Mr Roos said people should have freedom of choice and he was not asking that Bop-TV be beamed to the whole of South Africa but that normal spillage should be allowed.

Welcomed

Sapa reports that Mr Nel's statement was welcomed by the Newspaper Press Union.

A statement by the chairman of the NPU, Mr Jan Prins, said the NPU was opposed to an extension of advertising time and broadcasting hours for SABC-TV and, consequently, was also opposed to the right of access of a commercial station such as Bop-TV to SA.

A broader transmission of Bop-TV would mean that "advertisements would flow out of the South African advertising pot to be shown to us without the penalty clause of 10 percent GST," the statement said.

That would weaken the print media. It would lead to the disappearance of some newspapers and magazines. It would also affect SABC-TV's advertising income, the statement said.

Mr Dalling said he found it strange that the Government was so eager to protect newspapers.

326 Seen Times 25/1/84

TV4 body blow for daily newspapers

SEVERAL daily newspapers are endangered by TV4, and some could close.

According to Nigel Twidale, South African Associated Newspapers general manager for group marketing, daily newspapers will suffer most from an additional television channel.

He says: "We conservatively estimate that TV4's advertising revenue will be between R35-million and R45-million. This money must come from somewhere, and we think it will come from the daily newspaper advertising kitty."

"We have nothing against an additional television channel, but we do oppose the fact that we cannot participate."

Outcry

The announcement of the new channel by Riaan Eksteen, director-general of SABC, caused an outcry in the newspaper industry.

His announcement came only three days after the Deputy Minister of Foreign Affairs, Louis Nel, rejected a petition containing almost 80 000 signatures and demanding that Bop-TV be broadcast to white areas on Nel claimed Bop TV would Nel claimed Bop TV would be restricted to prevent ero-

By Ciaran Ryan

sion of newspaper advertising revenue.

Several newspapers believe that TV4 is SABC's response to the threat posed by Bop-TV. The channel will screen entertainment and sport, and the SABC will reduce spillage of Bop-TV transmission to white areas.

Inroads

The latest All Media Products Survey survey showed that Bop-TV was making inroads into SABC's black and white viewership until the SABC reduced spillage to white areas.

September figures indicated that 13,1% of blacks in Soweto watched Bop-TV against 11,6% for TV2, 10,7% for TV1 and 9,1% for TV3. These figures are thought to have caused alarm at Auckland Park because of the loss of advertising revenue for SABC's black channels.

Afrikaans newspapers as well as English groups are opposed to the new channel.

Adindex figures show that of the expected R800-million total adspend for 1984 in South Africa, Afrikaans dailies will probably pick up R44-million (5,5%) compared with almost R23-million (6,5%) in 1983.

Although advertising revenue of Afrikaans dailies has increased by about 48% since 1980, most has been absorbed by increasing costs. The actual percentage of total adspend in Afrikaans dailies has declined.

English dailies are expected to account for about R132-million (16,5%) of total adspend in 1984 compared with R63,2-million (18%) in 1980.

Sunday newspapers are shielded to a large extent because there is no TV advertising on Sundays.

The advertising industry has been hit by the increase in GST and the general economic downturn.

Audience

Speculation is rife about the target audience and programme content of the new channel as advertising agencies prepare their budgets for the coming year.

Total adspend in 1983 is expected to be R900-million, almost 27% (R245-million) of which will go to TV compared which had 20% (R70-million) of adspend in 1980.

TV4 will give SABC an even larger share of advertising revenue, possibly as much as 33% at the direct expense of the dailies.

Lucas de Lange, media relations manager for SABC, says TV4 will focus on light entertainment, sport and programmes of a popular nature for 2,5 hours with about 15 minutes advertising a night, six nights a week.

SABC advertising time is heavily oversubscribed each year and the new channel will earn additional revenue for the corporation with little extra capital outlay.

Discount

Leon Strydom, media and research director for advertising group D'Arcy-MacManus & Masius, says this is not the only reason behind the new channel which is designed to fulfil a consumer need and has been in the planning stage for some time.

"The fact that TV advertising time is said to be between 50% and 100% oversubscribed does not appear to be the reason for TV4," says Mr Strydom.

"Agencies apply for TV time at the beginning of the year and if there is no room, they allocate the campaign effort to other media."

"We have recently been offered advertising time on TV at short notice, and this indicates that cancellations must have occurred. TV1 will probably offer discounted rates after TV4 starts."

Plan for new TV service

CAPC Times 28/11/84 326

Own Correspondent

JOHANNESBURG. — In a major development the government yesterday opened the way for press groups and private enterprise to invest in a television service totally independent of the SABC.

The Minister of Foreign Affairs, Mr Pik Botha, yesterday announced the formation of a working group from his department, the Department of Communication and Public Works, and other experts in the field to advise the government as soon as possible on the details of such a service.

Mr Botha said there was clearly a demand for an entertainment and leisure service independent of the SABC.

Subscribers

The service would be available only to subscribers on a coded frequency.

Subscribers would have to install a decoder to receive the service, which would be subject to certain conditions the government imposed.

Mr Botha's statement is a clear indication that the government wishes to shed itself as soon as possible of its "TV monopoly" image.

At the same time it is not giving the SABC a favoured status, although the corporation could well be co-opted on to the working group.

SABC

The working group, which will be formed soon, could possibly recommend that the SABC be used to transmit the new service on a lease basis, although the group will have to consider all the technical options.

Mr Botha's statement is also an indication that the SABC is being given a gentle nudge out of the purely entertainment

arena and more into the service area.

The SABC, some observers said, is probably not too pleased with the development, coming as it does soon after the announcement of the establishment of TV4 early next year.

The corporation last night had no comment to make on the minister's statement.

In licensing the new service, the government will probably insist on no news broadcasts and that the material screened conforms to the norms of the Publications Control Board.

It cannot be established at this stage whether the new service will consist of cable TV

or microwave as this will depend on the committee's recommendations.

Once the guidelines have been set, the government is expected to put the service out to tender. Clearly it will expect a company to be formed but it will not lay down who may or may not be shareholders.

The news can hardly be of cheer to the video industry, which already has to compete with TV1, TV2, TV3, BopTV — eventually reaching 51 target areas — and, next year, TV4.

However, there will presumably be nothing to prevent the video industry from tendering for the contract.

P W, Tambo programme may be shown on TV1 soon

Television Reporter

AN interview with President P W Botha and a debate featuring banned ANC leader Mr Oliver Tambo may be screened on TV1 tomorrow night.

A spokesman for the SABC said the corporation would view the two-part programme and, if they wanted to screen it, would apply to the Minister of Law and Order, Mr Louis le Grange, for permission.

The American Broadcasting Corporation's Nightline team spent two hours with President Botha in Cape Town today.

According to ABC's Press spokesman in South Africa, Nightline interviewer Ted Koppel quizzed Mr Botha on progress towards settlement of the political issues raised during its interviews so far.

Immediately afterwards, the Nightline team was due to fly to Johannesburg to record a panel debate. This was to be broadcast to the US by satellite tonight, together with the interview with Mr Botha.

The panel lined up consists of ANC leader Mr Oliver Tambo, Chief Gatsha Buthelezi, the Chief Minister of Kwazulu, Dr Allan Boesak, the leader of the World Alliance of Reformed Churches, and former MP Dr Connie Mulder.

The spokesman said ABC had requested a fifth panellist "on the level of Government Minister", to replace the Minister of Constitutional Development and Planning, Mr Chris Heunis, who has withdrawn from the programme.

P W ON NIGHTLINE, BUT:

Heunis refusal 'chicken'

NR645
22/3/85
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Political Staff

MR Chris Heunis, Minister of Constitutional Development, is "chicken" for pulling out of the Nightline TV programme, says the official Opposition.

Mr Heunis says he will not take part because it would be "contrary to the national interest" for him to be involved in a controversial debate.

However the State President, Mr P W Botha, decided to go ahead and was interviewed at Tuynhuys in Cape Town today by the Nightline anchorman, Ted Koppel.

The Botha interview — perhaps interspersed with an Oliver Tambo interview conducted separately — will be beamed across the US on the ABC network tonight.

Mr Heunis is the only Cabinet Minister to have rejected a Nightline invitation and the official Opposition spokesman on the media, Mr Dave Dalling, said today: "I think he's chicken."

"South African Cabinet Ministers are not used to being subjected to fair debate on television — they want interviewers to bow and scrape, whereas Mr Koppel doesn't do that."

Panel discussion

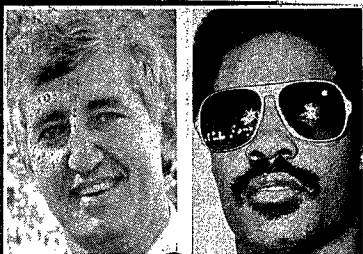
He said in a formal statement issued by his department that the Nightline producers wanted him to take part in a panel discussion with Dr Allan Boesak, Chief Gatscha Buthelezi and Dr Connie Mulder.

This, he said, "would jeopardise the negotiation process in this country".

A public debate aimed mainly at a foreign audience could lead to a hardening of positions by participants, and his department needed to work in an atmosphere of mutual trust and understanding which could be harmed by such a debate.

"I reaffirm my preparedness to appear on the programme but not in the climate of confrontation which must of necessity result from the suggested format," Mr Heunis said.

Mr Koppel — busy with the P W Botha interview today — did not say whether he



Wynand Malan

Stevie Wonder

NP, PFP sing the same tune

326
CAPL Times 26/4/85

HOUSE OF ASSEMBLY. — A National Party member, Mr Wynand Malan (Randburg), has joined an opposition member, Mr Dave Dalling (PFP, Sandton), in calling for a reinstatement of the blind pop singer Stevie Wonder by the SABC.

Both men spoke yesterday in the debate on the Foreign Affairs budget vote, which incorporates the control of the SABC.

Mr Dalling raised the issue of the banning of Stevie Wonder's music and said this arbitrary action had done irreparable harm to efforts to bring world-famous entertainers to South Africa.

"SABC is an entertainment medium. It is not the prosecutor, judge and public executioner of every artist who appears on its airwaves . . ." he said.

Mr Malan spoke immediately afterwards and said he would like to concur with Mr Dalling on the Stevie Wonder issue.

The announcement of the ban by the SABC created the impression that Stevie Wonder had done more than share his award with the jailed ANC leader Nelson Mandela, and that he had declared his solidarity with the militant ANC.

"Possibly the SABC believed that this was so." He agreed with an interjector that the man sang beautifully. — Sapa

● No extra Bop-TV 'spillage', page 4

Press Giants to run STV

A CONSORTIUM of the major press groups has been awarded a concession to run a subscription television service (STV), the Minister of Foreign Affairs, Mr Pik Botha, announced in Parliament yesterday.

Political Staff

Cape Times 26/4/85

326

The service, to be introduced by the end of next year, will be an entertainment channel. It will focus on sport, documentary, variety, discussion and music programmes and will show feature films about a year after they are released on circuit.

There will be no news broadcasts or political programmes.

These details were released yesterday by a spokesman for the consortium to which the concession for STV was granted.

Seven hours

The spokesman said advertising was envisaged on the channel, but not more than the eight percent of viewing time at present adhered to by the SABC.

Seven hours of viewing a day would be provided and the cost to the viewer would probably include an initial sum for the installation of a "receiving decoder" which would enable them to unscramble the transmitted signal and pick up the service. The need for a decoder would prevent non-subscribers from receiving the programmes.

A spokesman for the project team which has been investigating STV for the consortium since December last year said last night that the subscriber's fee had not been established. However, a similar service cost about \$25 (R50) a month in the United States.

No buying

The team visited the United States and Britain where they consulted film producers and distributors, licence holders and manufacturers of decoders, subscription television stations, programming organizations, producers of broadcasting equipment and research institutions.

A team member said last night a contract for broadcasting on the UHF or VHF frequency would probably be negotiated with the SABC.

He said no programme buying had yet been done as this awaited the appointment of a programme director.

● A new company called Electronic Media Network (Pty) Ltd has been formed to run STV.

The directors are Mr Hal Miller, executive chairman of the Argus Group; Mr Terry Brice-land, co-owner of the Daily Dispatch; Mr Ton Vosloo, managing director of Nasionale Pers; Mr Desmond Craib, chair-

man of the Natal Witness; Mr Koos Buitendag, managing director of Perskor, and Mr Clive Kinsley, managing director of SAAN.

The press consortium comprises the Argus group, Perskor, SA Associated Newspapers, Nasionale Pers, The Natal Witness and the Daily Dispatch.

Mr Botha said the investigating committee had received more than 40 requests for shareholding in the new system.

It was envisaged that granting the concession to the press consortium would put press groups on a better financial footing.

Advertising

The committee's report had been considered by the government against a background of years of representations from the press groups in connection with the financial crises they faced, Mr Botha said.

In reply to a question from Mr Dave Dalling, Progressive Federal Party spokesman on the media, the Deputy Minister of Foreign Affairs, Mr Louis Nel, said he did not know if the subscription TV service would be permitted to attract advertising.

In his announcement, Mr Botha said the investigating committee had found that press group complaints that the introduction of TV had slashed their advertising revenue could not be accepted completely.

The advertising cake had increased after the introduction of TV. The press percentage share of the cake had shrunk but its advertising revenue had grown.

'Arbitrary'

The government had noted, however, that the rise in advertising revenue had levelled off in the past couple of years and the press groups were now suffering financially.

The government had decided not to include representatives of the entertainment industry in the consortium because the composition of the group representing the entertainment industry had appeared to be arbitrary and exclusive of important elements within the industry.

In Parliament yesterday Mr Botha also indicated that TV licence fees might be increased but said any increase would be lower than the inflation rate.

New sub-TV 'won't rock the boat'

W/C ARGUS
27/4/85
326

Weekend Argus Correspondent

DURBAN. — TV5 — the first private enterprise channel to receive the Government go-ahead — does not plan to rock the boat.

The newspaper consortium running the venture will not touch news, politics or anything else calculated to cause a controversy. Instead it will be non-stop entertainment for viewers willing to pay a subscriber's fee of between R30 and R50 a month.

Speaking on behalf of the consortium, Mr Ton Vosloo of Nasionale Pers said it would not have been possible for the various members with their differing political viewpoints to find agreement on what made news.

The service is likely to be launched towards the end of next year and will provide a huge fillip for the local film industry as TV5 does not plan to make a single contribution for its service or even own a TV camera.

Organisers will commission material locally and buy abroad. The spectrum will cover everything from documentaries to talk shows, sport and full-length films barely a year old.

Made contact

Already sources within the fledgling TV5 task force are saying that they plan not only to upset the SABC by competing for the best programmes available locally and abroad, but to raid SABC's advertising sources as well and woo away some of its viewers.

When it was pointed out that the SABC had already sewn up the two most popular American series — Dallas and Dynasty — Mr Vosloo replied: "There are many fishes in the sea, I have no doubt we will provide a fine service."

Nor does he believe there will be a glut with yet another entertainment channel after TV1 and TV4. "In the United States you pick up between 18 and 42 TV stations in many places."

The consortium has already made contact with local and overseas film distributors and has had talks with the world's biggest — Columbia, Paramount, Universal, Fox, UA-MGM, Warner and Disney.

The consortium — which consists of the Argus Group, Daily Dispatch Holdings, Natal Witness, Nasionale Pers, Perskor and SAAN — said they had the history and background to provide a service which would satisfy the opinions, needs and practices of the community.

The new service will require new technology. One of the options examined involves the design and launch of three complex TV satellites.

These would have to be built abroad and would be costly. Their advantage is that they would be able to beam directly to viewers all over the country, who would pick up the signal with a small roof aerial.

Iraq attacks ship near Kharg Island

BAGHDAD. — Iraq said its warplanes today hit a "large naval target" in the Gulf near Iran's Kharg Island oil terminal.

There was no immediate independent confirmation that any vessel had been hit or was in trouble.

Iraq last claimed to have attacked ships in the Gulf on Thursday when it said two "very large naval targets" were hit near Kharg but there was no independent confirmation of any vessels hit that day. — Sapa-Reuter.

CAL 7-17-85
27/4/85 (326)

No politics or porn for STV

Staff Reporter

SOUTH AFRICA's new subscription television service (STV) will concentrate on high class family entertainment and steer clear of politics, pornography, gambling and programmes giving extremist viewpoints.

A spokesman for the project team representing the consortium of major press groups to which the concession for STV was granted said yesterday it was impossible at this stage to give details of the service's content.

He said no programme buying had yet been done as this awaited the appointment of a programme director.

However, as an entertainment programme it would focus on sport,

documentary, variety, discussion and music programmes with one or two feature films a night.

The service would use an increasing percentage of local productions as it expanded but most programmes would be bought from America and Britain.

An entertainment service was decided on because it was unlikely that the merger of four very diverse ideological press groups could agree on news and political comment.

It was also not pursued because it had also been realized that the government might be extremely reluctant to allow news and political comment to go over the air.

"Politics is a sensitive area in South Africa and

it is an achievement that the newspaper groups have agreed to work together despite their differences," he said.

The groups involved are Nasionale Pers, the Argus group, SA Associated Newspapers, Perskor, the Natal Witness and the Daily Dispatch.

Much of the research and ground work for STV was done by a special team appointed by the consortium in November last year and led by Mr Ton Vosloo, managing director of Nasionale Pers, but a great deal has to be finalized.

The spokesman said STV's head office would be established in Johannesburg by the beginning of next year. It would house post production, customer services and programme buying departments.

He said initially the service would be beamed on the Witwatersrand and gradually extended to the rest of the country.

Despite the recent introduction of TV4, research had shown there was scope for another entertainment service as it would give people additional choice.

It was felt that because of the current quality of programmes offered, people were not watching as much television as they might.

Advertising

He said nobody had so far ruled out the use of advertising on STV and it was intended to keep to the limits set by the SABC of eight percent advertising.

However the main income would come from subscriptions. A feasibility study was still being carried out to determine exactly how much would be charged but it would be in the region of R40 a month.

There would be a fixed rate per month and subscribers would have to make an initial deposit or purchase of a decoder box.

Driver fined R1 000

Court Reporter

AN 18-YEAR-OLD man, who, while driving with more than the permitted level of alcohol in his blood was involved in a collision in which the driver of the other car was killed, was yesterday fined R1 000 (or six months).

Riaan du Preez, 18, of Boston, Bellville, had pleaded guilty to culpable homicide and to driving with a blood alcohol content higher than 0,08mg per 100ml.

He was also sentenced to a further six months imprisonment, suspended for four years, and was ordered to do 150 hours community service at the Zerilda Steyn Home for the aged. His licence was suspended for a year.

Passing sentence, magistrate Mr W J P Marais said he did not want Du Preez's parents to pay his fine. "I want to hit your pocket, not punish your parents."

Mr L S Moffitt appeared for the State.

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'Fresh' movies will be trumpcard of new service

Switch-on for pay-TV is expected in year's time

CAPE TOWN — The subscription television (STV) switch-on is expected to be in September or October next year, Mr Ton Vosloo, managing director of Nasionale Pers, said in Cape Town yesterday.

He told the fifth meeting of the South African Media Council that the MNet service, controlled by a consortium of daily newspaper groups, would create an alternative source of income for the newspaper industry and would not vie for adverts in the already overstretched advertising pool.

STAK TOP-CLASS FILMS 6/9/85

He admitted that MNet could be harmful to the video and cinema industry as it would be allowed to show top-class films within 18 months of their release. Television networks such as the SABC can show films only after they are 10 to 12 years old.

Mr Vosloo said the decoder which will have to be used to pick up the STV service could be put to other uses as well, and "other merchandise might be sold through the decoder".

"MNet will be a top-class entertainment service. It will give a financial injection to the print media, stimulate local industry, and provide job opportunities."

He also hoped that it would acquire top British pro-

grammes, in spite of the Equity ban.

The Media Council took note of a letter from the Southern African Society of Journalists (SASJ) requesting that it be ensured that public representation on the council reflected as wide a cross-section of South African society as possible.

The council decided to appoint an executive committee, comprising the chairman, alternate chairman, and three representatives each from the media and public to streamline the council's functions.

It accepted a Monopolies Committee finding that the agreement between the Argus Group and Saan, which aimed at the rationalisation of publishing and distribution facilities, would not affect the independence of the newspapers.

"It was not a move towards a monopoly; it was an arrangement made in the context of special circumstances and it was clear that it would operate only at service level," the committee said.

Mr L van Winsen, the Media Council chairman, said discussions with the SABC to become a member of the council were continuing.

It was decided to grant the Media Workers Association of South Africa (Mwasa) observer status at the next council meeting. — Sapa.

● See Page 13.

20/9/85 12 Day
SABC weighs
Tuck ruling

PETER WALLINGTON

THE SABC might appeal against the Industrial Court decision allowing TV producer Moira Tuck to apply for a conciliation board hearing of her dismissal case.

Ex-*Prime Time* producer Tuck, seeking reinstatement at the SABC after being dismissed earlier this year, was yesterday granted the right to apply to the Minister of Manpower for a conciliation board hearing.

Her contract was withdrawn in March as she was to begin a year's contract as producer of *Prime Time*.

An SABC spokesman told *Business Day* the court's judgment was being studied.

"But, at this stage, the SABC would like to point out that its involvement in the case is not against Moira Tuck as a person."

"It is important for the SABC to obtain clarity about certain legal principles affecting the position of its 50 000 freelance contractors."

Therefore, the SABC was considering whether to appeal or approach the Supreme Court for a review.

TV prices shoot up 40 percent in four months

STAIR 21/10/85 3260

Mercury Reporter

THE video and television industry has seen a massive escalation in prices during the past few months and the public can expect to pay about 40 percent more for these products compared with prices four months ago.

Increases have been blamed mainly on the worsening exchange rate as well as the Government's import surcharge.

Salesman Stuart Bockerill of Teleworld said the cost of video machines had gone up a lot in the past year.

One of the cheapest 'well known' brands, which cost R799 at the beginning of the year, was now R1 300, he said.

All video equipment is imported and therefore affected directly by the exchange rate.

Although most television sets are assembled in South Africa, the components are imported.

'A large TV set which now costs R1 600 was selling at R1 100 at the beginning of the year,' Mr Bockerill said.

Mr Graeme Butler, sales manager for National Panasonic, said there had been lot of increases lately.

He calculated that the retail price of a basic videocassette machine had increased by about 40 percent since July. Most other products in the market had also increased by roughly the same margin, he said.

A video machine which had sold at R1 399 in July would sell at R1 999 at the beginning of November — an increase of R600, Mr Butler said.

Mr Errol Harty, owner of Barney's Radio and Hi-Fi, said that while there had been price increases, this was no reason for the public to be 'frightened off'.

Many retailers had bought up big stocks before recent increases and while these stocks existed, customers were assured of being offered the products at the old prices, said Mr Harty.

US TV crew banned from Cape areas

SIPHO NGCOBO and Sape

THREE television newsmen, who went into Nyanga, near Cape Town, yesterday to film a "Christmas of Concern" meeting at a stadium have been barred from Guguletu, Nyanga, New and Old Crossroads and KTC for two months.

The presence of Chris Everson, John Rubythorn and Ken Geraghty of CBS News in these areas was "considered to be undesirable with a view to the maintenance of public order and security", the orders said.

They were made under Section 9 of the Black (Urban Areas) Consolidated Act of 1945.

Two men were killed and four injured in a faction fight in Kwa-Ndengezi, Port Natal, yesterday.

Two men were arrested in Mamelodi after an attack on an SADF vehicle.

In Soshanguve a policeman's house was set alight by about 30 people.

Freelance television journalist Brian Tilley said yesterday he was hit in the leg by a police shotgun pellet at a funeral in Mamelodi on Saturday. Earlier reports said Tilley had been injured when a crowd stoned a policeman trying to arrest him.

In KwaNdebele about 1 000 people set a private house alight after a funeral and caused about R32 000 damage.

In KwaThema, East Rand, Kwathema three men shot at the house of a policeman with an AK47 rifle. A Sergeant and two visitors were wounded.

In another incident a black man, identified only as Peter, was found dead with wounds to his head. Shrapnel and the main spring, the device used to trigger a hand grenade, were found at the scene.

Eight foreign journalists were briefly detained by police after a funeral for two unrest victims in Mamelodi on Saturday.

Journalist says he was hit by police pellets

Township ban on TV men

CAPE TOWN — Three television newsmen who went into Nyanga yesterday to film a meeting at the stadium there have been barred from entering Guguletu, Nyanga, Crossroads and KTC for two months.

The presence in these areas of Mr Chris Everson, Mr John Rubythorn and Mr Ken Geraghty, of CBS News, was "considered to be undesirable with a view to the maintenance of public order and security", the orders said.

They orders were made in terms of powers vested in the police by Section 9 of the Black (Urban Areas) Consolidated Act of 1945.

Mr Everson said security forces had seen them on the way to and at the stadium before they began filming. They had tried to hide in the toilets, but were found.

"We agreed to go to Manenberg Police Station to telephone the liaison officer. We were not allowed to telephone, and remained there for three hours until discharged with the orders."

Mr Everson said their car had been searched and blank video tapes and pre-recorded audio tapes were confiscated briefly.

The three were uncertain whether they had been under arrest, but said they had not been free to leave until issued with the orders.

In Johannesburg yesterday, a freelance TV journalist, Mr Brian Tilley, said he had been hit in the leg by a police shotgun pellet at a funeral in Mamelodi on Saturday.

Earlier Press reports said Mr Tilley had been injured when an angry crowd began stoning the policeman who tried to arrest him.

Speaking from hospital, Mr Tilley said X-rays showed a compound fracture and two fragments of shotgun pellet in his lower leg.

A police spokesman in Pretoria, asked for comment, requested a telex copy of the Sapa report and said police would examine it before commenting.

A colleague of Mr Tilley's told Sapa they had been filming the funeral of two victims of the November 21 shootings for a number of hours.

He said Mr Tilley — who was working for a Dutch television station — and his crew had followed the funeral procession in a car as mourners left Mamelodi Stadium.

Mr Tilley then got out of the car, close to a number of other TV crews, to start filming.

SWITCHED ON TV CAMERA

A police Casspir was parked nearby and a policeman grabbed Mr Tilley, drew his firearm and said he was arresting him for filming an "unrest situation".

According to the colleague, Mr Tilley protested, saying he was filming a funeral, not an unrest situation and that Mamelodi was not covered by the emergency regulations.

The policeman allegedly replied: "I don't care. You are under arrest."

The policeman started dragging Mr Tilley backwards, the colleague said. When Mr Tilley switched on his camera to start filming, the policeman pointed his firearm at him and made him switch it off.

At that stage, people from the procession began throwing stones at the policeman, the colleague said.

Mr Tilley said he then heard a bang and felt a sharp pain in his leg. Footage from the other TV crews showed the policeman fleeing as Mr Tilley fell, the colleague claimed.

About the same time the police detained eight other journalists — some allegedly at gunpoint. They were later released and their confiscated films returned.

Mr Tilley denied earlier reports that the SAP "had taken one of the correspondents who had been injured by stone-throwers to hospital".

He said he had been helped to his car by another journalist and taken by a colleague to hospital in Johannesburg. — Sapa

Their families said the police told them the men were being held under section 50 of the In- dation and ass

TV men held on charges of inciting public violence

Two television cameramen arrested yesterday in the Moutse tribal district on charges of inciting public violence are likely to appear in the Groblersdal Magistrate's Court today, said a spokesman for the South African Police's Northern Transvaal division.

Brothers Mr Roger Lucey and Mr Patrick Lucey, employed by the British agency World Television News, were arrested yesterday afternoon.

The police spokesman said the two were arrested under charges of incitement to commit public violence. He declined to give further details and said the case was still being investigated.

Rioting broke out in Moutse, about 100 km north-east of Pretoria, for the first time on Tuesday after a rally against the Government's decision to transfer the area from Lebowa to kwaNdebele. A 2 000 crowd gathered near Dennilton to protest against the transfer.

Two shops owned by Ndebele people were burnt down and two Putco buses were damaged, said the police spokesman. The crowd was dispersed with teargas and several demonstrators were arrested under charges of public violence, he added.

Sapa-Associated Press reports that Mr Jonathan Partridge, WTN bureau chief in Johannesburg, said police informed him that the brothers were being held in custody at least overnight without bail.

Mr Partridge said police regard the incident involving the Luceys, both South Africans, "in a very serious light".

Situation in unrest areas 'close to normal'

Nel tells BBC of SA emergency

326 STAR 20/12/85

The Star Bureau
LONDON — The banning of television crews from trouble spots in South Africa in no way implied that cameramen were acting improperly.

But their mere presence had acted as a catalyst for further violence, South Africa's Deputy Information Minister, Mr Louis Nel, said yesterday.

In a lengthy interview with Michael Buerk on BBC Television's Newsnight programme, Mr Nel asserted that since the state of emergency had been imposed, unrest in those areas had declined.

"The situation is now very close to normal in the emergency areas. The number of incidents has decreased dramatically in the Western Cape since the emergency was extended to

cover that part of the country," Mr Nel said.

He added: "We have achieved relative stability in the emergency areas."

He said that the violence had not been a "natural uprising" of the black people against apartheid. It had been "instigated violence, instigated by the ANC."

Intimidation

Mr Nel said the Government was saddened by the loss of life. It was a "tragic occurrence".

But, he claimed, intimidation was continuing in some areas and those behind the violence wanted people to die to "give the impression that the country is not under control".

He said the Government was committed to a process of mea-

sured reform that would include universal franchise.

"But the radical elements are becoming desperate. The ANC does not want reform. It wants to stop reform."

Questioned on the possible release of ANC leader Nelson Mandela, Mr Nel said the Cabinet was united in wanting his release provided he renounced violence.

"To ask a man to renounce violence is to ask him to conform to ordinary civilised norms. That's all we ask of him."

Mr Nel said the imposition of sanctions on South Africa would be "immoral" and would hit the black people hardest.

"It is all very well Bishop Tutu supporting sanctions. He won't lose his job, he'll still be paid if sanctions are imposed."

'Media clampdown has worked'

US sees few unrest reports

STAR 30/12/65

326

WASHINGTON — Television coverage in the United States of bloody unrest in South Africa has fallen off sharply after Pretoria's ban on cameras in township troublespots.

In two of the most violent months before the ban, August and October, the three American networks broadcast 61 reports from South Africa on their evening newscasts.

In November, the first month of the clampdown on media, the total dropped to 20.

"The vivid television images of protest and violent suppression that many believe helped galvanise American senti-

ment on South Africa have become increasingly scarce," according to a report in *The New York Times* yesterday.

Foreign broadcast journalists say they have had to review their approaches to reporting developments in South Africa.

"The South African Government must be pleased. The intensity of interest is not as great, and they feel somewhat more secure that pictures of overt violence have been wiped from the screen," Mr Michael Gavshon, a CBS producer in Johannesburg, told *The New York Times*.

Said ABC news anchorman Peter Jennings: "Nobody wants to be in the position of saying the ban has worked, but it has."

Many US newsmen report the camera ban has not lessened the violence, pointing to the 101 township deaths in November, compared with a monthly average this year of 69.

An executive at NBC News, Mr John Lane, visited South Africa this month to discuss the restrictions with authorities. One of his purposes was to protest the uneven application of the restrictions.

"Whoever is in charge locally makes up his own laws. Such is chaos," he said.

Television coverage has turned to verbal reports or detailed dispatches from correspondents in South Africa illustrated by file material, hi-tech graphics, or interviews with witnesses.

"I think television is coming to realise slowly that however important the picture, there are lots of things we are learning to do without the visual," said Mr Jennings.

Said NBC anchorman, Mr Tom Brokaw: "I'm not sure if they thought it would dampen the revolution or just improve their image in the outside world. I'm not sure it's done either."

THIS YEAR, apartheid's chickens came home to roost. The pressure of domestic and international opposition to this national declaration of emergency on the day of Robben on August 15. A fourth critical factor was the township violence coverage of the world on SA. These events and factors unleashed a chain of events that, by September, had the country back-

Chickens came home to roost

Bus Day 3/12/95

PAUL BELL/Political Correspondent

ling at the knee of the late Hermin Nkomo was realized and the reconstruction of constructive engagement, led President Maseko to the threat of more to come. The Commonwealth, despite the US example, refused to cut off aid. The army's worst home-land, the Transvaal, was the only province for good, others for lengthy consultation.

Then foreign bankers called in their loans, and the country's credit rating added pressure on inflation, extending the recession which blacks experience as a depression. The government was forced to declare a moratorium on debt repayment — terms for which will be renegotiated on a case-by-case basis. The situation is not likely to be resolved until next year.

Press clamps

Press clamps, and the extension of television crews and cameramen from emergency areas, also resulted in a clampdown on the press. The violence continued: at least 700 people have died in street fighting this year — many at night.

Black policemen, councillors and even parliamentarians have been attacked, and the petrol bomb have become the weapons of a limited "people's war" against the "people's war" and the "people's war".

Consumer boycotts in many areas drove many local businesses to the wall and the authorities and blacks, while business leaders put enormous pressure on government were opened contact with the ANC.

School and university boycotts brought black students to the streets to join — and sometimes lead — the growing "people's war", which had as its objective the overthrow of the apartheid government. And, in many major townships, black local government all but collapsed as communities and their driven from office and their

homes by violence. But there was also actual reform. The Mixed Marriage, Intercourse and Prohibition of Marriage Act, which had been in force since 1949, was scrapped. A moratorium was declared on forced removals. Minor control constraints on the granting of work permits, which has become just one of several preconditions for the granting of work permits, were scrapped. The Minister of Education, Chris Pienaar, said that whoever chooses to negotiate, releasing Mandela and other political prisoners, undertake with the ANC — which this



□ THE TROOPS... must leave the townships before blacks will discuss unrest with PW. And there was promised reform. The Minister of Education, Chris Pienaar, said that whoever chooses to negotiate, releasing Mandela and other political prisoners, undertake with the ANC — which this

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Communication between government and blacks also slowly began to improve. The Minister of Education, Chris Pienaar, said that whoever chooses to negotiate, releasing Mandela and other political prisoners, undertake with the ANC — which this

Government has firmly resisted making a negotiating table. Government has firmly resisted making a negotiating table. Government has firmly resisted making a negotiating table.

any leader who decided to talk. As a result, the ongoing process of negotiation through non-negotiation through non-negotiation. As a result, the ongoing process of negotiation through non-negotiation through non-negotiation.

But, apart from an indication that the Riekert job/working proposals will underpin that strategy, most intends to do to ease general controls on black, and particularly rural black, economic activity. The government has also promised to improve rural control, despite the PTA's recommendation that the government should "orderly urbanization". The freedom of movement of blacks is a key economic issue.

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Federalism

Much attention will also be paid to the establishment of the Regional Councils of the PTA's recommendations — on which, it is speculated, blacks will be included. But the topic which will dominate debate next year is constitutional. The PTA's recommendations will have no truck with it, and other parties have warned that they will oppose to include blacks but retain white power will be rejected.

Hearing that warning, government has been forced to clarify. "Perhaps the thought" But it won't permit government to be a "people's war" to governments' right, the PTA's recommendations will have no truck with it, and other parties have warned that they will oppose to include blacks but retain white power will be rejected.

As a result, next year should look as impressing the same as this did.

WITNERS AGENCIES

LINE ON

Woman? Competition is now game fashion events. Every featured in the Magazine, sole event a stage further by in to run in the same issue. able to fashion manufacturer, suitable for winter ranges, and March 6th for complete and minimum space will be id supply transparencies or feature writers. ill handle production to give re. Production costs will be on readers nationally" and life of a magazine with the unday Times.

TELEVISION

1986

TV^(3/4) advert plan to^{DD} break rent boycott^{16/8/86}

JOHANNESBURG — Television advertisements are being filmed as part of the government's campaign to break the rent boycott and will tell people the amounts they pay for rent, bonds, transport, electricity and water are "quite a bargain".

There will be more than 40 one-minute advertisements, each one filmed in a number of different languages. The scripts name the client as the "Civic Education Authority."

Last week, the Bureau for Information confirmed it was launching

a "multi-media approach to support the educational and information campaigns of local authorities."

The scripts show viewers how their houses or services are supplied. For example, one that deals with electricity shows someone using a lamp and then, through the mouth of an Eskom official, "takes us to discover about electricity."

After describing the process step-by-step it concludes: "Now, when you think how expensive such a system is to build, and how many people are employed, you can

see that your monthly electricity bill is quite a bargain. But even a bargain must still be paid for."

The advert that deals directly with rents is set in front of "houses of the middle type — neither matchboxes nor mansions."

It concludes: "And so, when you think of all the people and all the materials it takes to build a house, it means that the amount you pay for your bond or your rent is quite a bargain. But, of course, even a bargain must still be paid for."

— Sapa

Further increases in TV licence fees on way

Political Staff

C.T. 26/10/67 326
THE government is talking about increasing TV licence fees again — even before the latest increase to R72 from October 1 becomes effective.

Mr Alwyn Schlebusch, the Minister responsible for broadcasting services, made it quite clear in Parliament yesterday that increases are definitely on the way. He just did not say when.

Fees went up in October 1968 from R46,20 to R60 a year and will be R72 a year from October.

Replying to the debate on his department's budget vote, he agreed with the MP for Umhlanga, Mr Renier Schoeman, that there was an imbalance between the SABC's income from advertisements and licence fees.

Mr Schoeman said earlier in the debate that the SABC had suffered an operational loss last year of R27 million and that an unhealthy ratio had

developed between advertising and licence income — 71% compared with 29%.

Mr Schlebusch said: "Our licences are too cheap and will have to go up, and financial discipline will have to be maintained."

Mr Schlebusch also announced that the programme to introduce salary parity for all race groups in the SABC had reached its final stages and that R135 million would be needed.

"We are still negotiating with the Minister of Finance, and we have impressed the urgent necessity on him," he said.

He was sure Mr Barend du Plessis would do his utmost to meet the requirements, but "if the worst happens", he would do his utmost to get a commitment from him that the last vestiges of disparity would be removed.

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HELOISE HENNING

THE entry of at least six new TV manufacturers into the SA market has sparked concern, because such a development goes against the world trend of rationalisation.

TEK Corporation MD Mike Bosworth said the three world leaders — Matsushita, Thomson and Philips, represented locally by National, Tedelex, Telefunken and Philips, — produced reliable products. The new manufacturers are Microtel, Sanson, Kamar, Domotronics, Grundig and Interelectronics.

The entry of new manufacturers has already dropped the standards set by the TV market because their reliability has not yet been proven, he said.

Safety has become the only government requirement for a set, with no further warranty on technological fidelity.

"If the TV industry is such an attractive business, why is it that other big businesses have not until now climbed on the gravy-train? What makes it attractive to the small investors now seeking entrance to the market?" asked Bosworth.

Some of the newcomers said they were able to cut prices by getting components more cheaply.

"Besides, there has never been a price cartel. Competition is fierce because there is little differentiation in the product. SATV provides 90% of the front of the package. For the consumer, the other differences are in the knobs and box," he said.

Since the inception of TV in SA, the market has been rationalised

Concern over new TV manufacturers



□ BOSWORTH ... no cartel

from seven initial manufacturers/assemblers to the present four — Barlows, Tedelex, TEK and Philips.

TEK Marketing Director Richard Ferrar is concerned the image of the TV industry will become "jaundiced" by fly-by-night operators.

"We don't mind competition, or losing part of our penetration into the market. What we are concerned about is the image of the TV industry as a whole."

TEK established its R6m plant in East London in 1984 when the rand was worth \$0.80. To establish a high-tech factory with rigorous testing facilities for high volume turnout in the present economic climate was impossible, he said.

Ferrar said the components of different TV sets differed little. What was important was the production design and engineering.

The stimulation of the local electronics industry by the reduction in *ad valorem* tax following recommendations by the Board of Trade and Industry and its desire for import substitution by producing a local TV chassis has opened up the market.

BTI executive Mike Adendorf said the board supported the principle of free entry to the market.

"As the new manufacturers are going to enter the market on their own free will, I presume that they are of the opinion that the market can sustain them."

"The production capacity of the existing manufacturers can probably meet the (present maximum) demand of 300 000 sets a year, but since the selling prices have dropped, shortages of certain sets have resulted."

"If demand stabilises at a figure in excess of present sales, new entrants may well be attracted to the market. Reduction in excise duty enabled manufacturers to reduce prices and they should therefore be able to compete successfully with imports," Adendorf said.

TEK
US
S
ZEI

11/1/86 326

TV news is ignored by the majority of English

By Hannes de Wet

The majority of English-speaking South Africans don't watch TV news bulletins.

Only 39,8 percent of the white audience tuning in to English TV news is English-speaking. The rest are Afrikaans-speaking.

The figure for the number of English-speaking people who watch Afrikaans news is 28,4 percent.

These figures were given at the annual meeting of the FAK (Federasie van Afrikaanse Kultuurverenigings) yesterday in Johannesburg.

Dr Andries J G Oosthuizen, a member of the President's Council, said TV was the medium which gave the Afrikaans language the largest exposure.

This was not the case in the newspaper industry, he said. English newspapers had a market share of nearly 78 percent.

"Especially illuminating is the vast influence of English papers on black and Asian readers. Nearly half an English daily paper's readers is black.

"In the case of Afrikaans dailies, the figure for Asian and black readers is less than five percent," Dr Oosthuizen said.

"This indicates that black and Asian readers are, in a one-sided manner, exposed to opinion-forming by the English Press. Views through the Afrikaans Press do not reach them.

"And unknown is unloved," Dr Oosthuizen said.

PETER MAGUBANE

In the firing line

In January, Time magazine photographer, Peter Magubane, was in Leandra covering the funeral of Chief Ampie Mayise who had been brutally and publicly murdered by vigilantes. Pent-up tensions exploded at the funeral when a 16-year-old suspect was identified. The suspect fled, but was caught outside his house and hacked to death. The youth's terrified family were barricaded inside and as the mob turned its anger on them, Magubane stopped taking pictures.

"I stood at the door and just kept pushing people away," he says. "One person was already dead. What was the point of another two?" It's a decision every news photographer faces at some time in his career: is the role of the photographer that of the neutral observer, merely recording history, or is he morally bound to intervene to prevent some atrocity?

In his book "Pictures on a Page," Harold Evans, former editor of *The Sunday Times*, London, explored the issue with this example: "At the conclusion of the Bangladesh war, photographers in Dacca were invited to a 'photo opportunity' in a polo field. It turned out to be the bayonetting of Biharis who were alleged to have collaborated with the Pakistan army. People were to be murdered for the camera; and some photographers and a television camera crew departed without taking a picture in the hope that in the absence of cameramen the acts might not be committed. Others felt that the mob was beyond the appeal to mercy. They stayed and won Pulitzer prizes. Were they right?"

Magubane ... to shoot,

or not to shoot?

zer prizes. Were they right?"

The ethics involved are not simple. The accusation that the camera fuels violence is easily countered by the argument that the camera also inhibits excesses.

However, the decision to stop photographing is one that Magubane (54) — originally from Sophiatown — has frequently had to make during his long, highly successful career. At a funeral in Duduza last year, a suspected spy about to be attacked by a mob



threw himself at the feet of Bishop Tutu in an attempt to be spared. Magubane took one shot, then stopped.

"Perhaps if I'd been younger, I'd have been thinking of an award winning picture," he says. "Now I'm older, I thought that perhaps by not taking photos he'd be left alone. In this instance, the victim escaped death and other photographers captured the shot of the man hanging onto Tutu."

A question Magubane has recently been asking is: "Would we keep the camera rolling if a colleague or crew is attacked?" With the killing in KTC last week of TV cameraman George De'Ath by the "witdoeke", the question is no longer abstract.

As the "witdoeke" accused De'Ath and his soundman, Andile Fosi, of portraying them as the villains responsible for the plight of the 60 000-odd homeless Crossroads residents, a press card could no longer be regarded as the passport of a neutral observer.

It has always been dangerous to cover unrest. "But recently," says Magubane "it has become scary. People in the townships are now suspicious of the camera." The revenge killing at Mayise's funeral was captured on film and shown worldwide and the killers were easily identifiable. But a stunning news photograph of a riot, rampaging crowd or violence can also be used as police evidence.

"While the kids accept that you're only doing your job, they also now feel photogra-

GARRY FINEMAN

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2016X6

GEORGE DE'ATH

FIN MAIL

Award-winning cameraman George De'Ath, who died from wounds sustained in a panga attack in KTC squatter camp last week, described his feelings about war in an interview with the *Rand Daily Mail* in 1982. Having just returned from assignment in Beirut, fear and horror of the appalling loss of life were the South African newsman's dominant emotions. His words have a prophetic ring.

"For most of the time I was absolutely terrified. When you are filming in a building that is hit three or four times by rockets you start thinking this is it, I'm dead. You do, of course, get the odd cameraman with what we call the French Foreign Legion mentality. They'll go anywhere and take the most unbelievable risks. It seems they are absolutely fearless.

"I think in the end we all got a bit shell-

shocked but there is something that gets the adrenalin flowing and makes you want to go out there and get the story. The conflict in Lebanon gave the media an opportunity to show war as it had never been shown before. It gave the public a unique close-up view of the horror of war.

"I believe that television coverage played a role in stopping the war in Vietnam because mothers were able to see what was happening to their sons. Perhaps that's what keeps people like me going.

"If I, through my work, succeed in portraying the nightmare of war, I shall be happy. Whatever the degree of fear, whatever the risks, one feels that if one is able to transmit the message of the utter futility of a war like the one in Lebanon, then it will all be worthwhile.

"I walked round Beirut with a lump in



my throat and tears in my eyes. The children ... my God, what can one say about the children? It was just appalling. What shattered me most of all was the ignominy, the horrible loss of identity, the obscurity that accompanies death ...

"... war is my business, but believe me, it is not a matter of drooling in the blood and misfortune of other people. I feel almost duty-bound to portray the horror."

Television and radio will look for bidders

SABC plans to give private sector a stake

SPK.
20/6/86
326

By Michael Chester

New legislation is on the way to allow private buyers to make takeover bids for slices of the SABC's television and radio networks.

The Department of Foreign Affairs is drafting amendments to the Broadcasting Act which will open the doors to the private sector to negotiate to buy stakes in the running of parts of the state-controlled SABC empire.

Private companies or consortia are likely to find TV a tough nut to crack, but it is expected that several radio stations will be up for sale.

Mr Leon Shirley, head of public relations at the SABC, predicts that the key amendments will be approved by Parliament this session and that talks with the private sector will be under way by the end of the year.

The SABC, which had losses of about R25 million last year, has made clear that it intends to protect its own financial viability, and ensure the survival of cultural and educational programmes which it considers valuable to the public but unprofitable as commercial ventures.

Special task units are already studying five aspects of privatisation — spelt out by formal Government guidelines — which the SABC lists as:

- Transfer of certain activities.
- Inviting tenders for more outside contracts.
- Withdrawal from certain activities.
- Collective use of facilities.
- Entering into partnership agreements.

"We're unlikely to be prepared to sell off all the cash cows — such as TV1 and TV4 and Radio 5 — and be left with only loss-makers", said Mr Shirley. Television and radio have obligations to the entire community, and we intend to ensure that they are fulfilled.

Money-spinners

"Bidders will be forming queues for the money-spinners, but what about programmes devoted to culture and education?"

"What happens to the National Symphony Orchestra, which costs us R3 million a year? The children's programmes? University of the Air? We shall be insisting on their survival in any package deals.

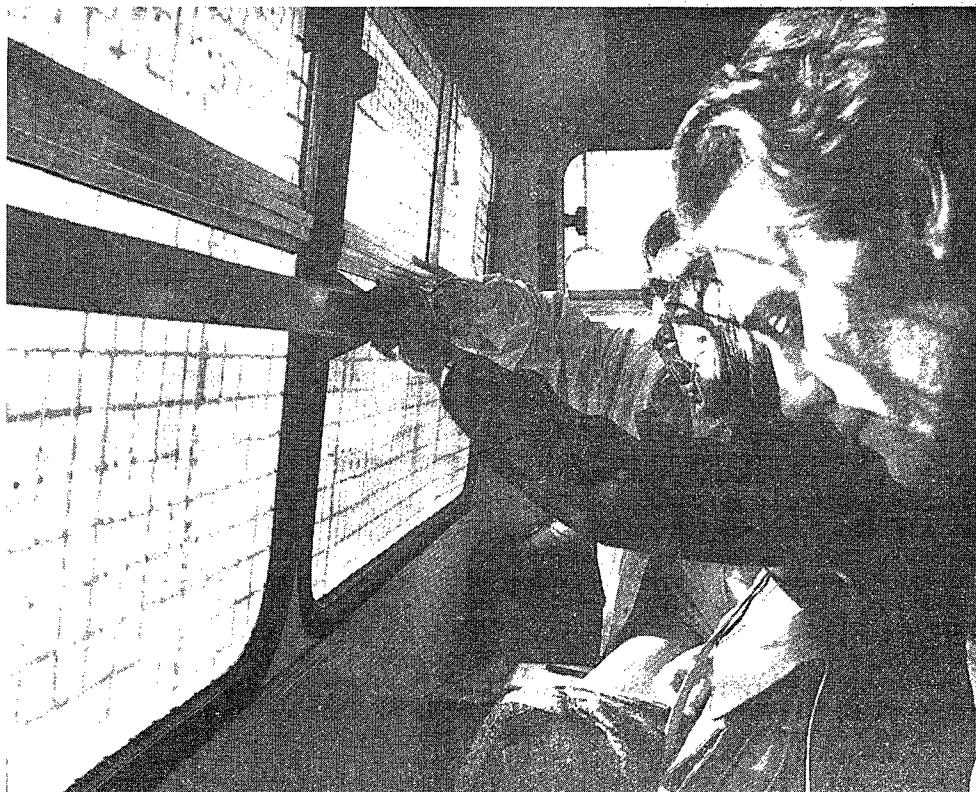
"We shall welcome negotiations about privatisation, but the SABC will be totally realistic about staying with its basic responsibilities to viewers and listeners, which also means protection of our own overall viability.

"In many instances we expect that partnership agreements will be the answer in the running of a lot of programmes".

Mr Shirley confirmed that several private firms have already staked an interest in opening discussions.

He declined to identify them, but it is known that M-Net, the consortium formed by the big newspaper groups and which launches its own new television service soon, will be among the front-runners when negotiations start.

It is also widely expected that casino and entertainment supremo Mr Sol Kerzner will be in on discussions.



Journalists peer from the inside of a police bus during a mystery tour of Soweto yesterday. They were invited during the Bureau for Information's Press conference yesterday morning — without being told what their destination would be.

Press given mystery tour of Soweto

By Mike Cadman

The Bureau for Information took about 20 local and foreign Pressmen on a "mystery tour" of Soweto yesterday.

The Pressmen, most of them Johannesburg-based, were flown by helicopter from Swartkops Airbase in Pretoria to Soweto. They were not told their destination before they got to Swartkops.

After flying over Johannesburg and Soweto, the helicopters landed at Protea Police Station where the reporters and photographers, along with heavily armed policemen, were loaded into two police buses.

A 50-minute tour round the outwardly peaceful streets of Soweto followed — but reporters were not allowed to alight.

Some cameramen peered out of the doors, but others had to squint through the heavily meshed windows. Some expressed their

dissatisfaction with the arrangements.

"First time I've attended a Press conference in a cage," quipped one reporter.

In the back of the buses lay plastic crates bearing the information: "Cart riot irit, 37 mm" (referring to 37 mm teargas shells).

When the buses returned to Protea, journalists climbed back into the helicopters, flew over Johannesburg, and were taken to Swartkops so that they could return to Johannesburg by car.

The "tour" was announced at the 11 am Bureau for Information Press conference yesterday, but reporters were not told of the destination or format of the tour.

It was the first time the media had been officially allowed into a township for the purpose of reporting since the Commissioner of Police slapped a ban on all unrest reporting.



SPACES: 326 George De'Ath — he stayed in just one more picture — his last
by ANN PALMER **326**

INTERNATIONAL TV cameraman George De'Ath died because he wanted just one more picture.

He stayed on in Cape Town's smoldering KTC squatter camp when other newsmen heeded a warning to pull out.

The Johannesburg-based freelance cameraman died in Groote Schuur yesterday from panga and axe wounds he received on Tuesday.

He is the first foreign correspondent to die on assignment in South Africa — a country newsmen say has become just as dangerous as the war zones of Beirut, Vietnam and the Falklands.

Mr De'Ath, 34, was admired by other photographers and journalists as an experienced and professional cameraman, but colleagues say he should have known better when he was warned to quit the squatter camp.

"George just stayed in the belief that all journalists have — 'It won't happen to me, I am immune,'" said a close friend, Miss Heather Allen.

bureau chief in America's NBC News.

She said Mr De'Ath was working alongside Visions' cameraman Jimmy Mathews when their "comrades escort" warned them to withdraw.

She said: "Jimmy told George he was pulling out. But George said he was staying. 'A cameraman develops an instinct for danger, and one of the guys working for me refused to go to the squatter camp on Monday, saying there was danger.'

Detained

"But George being a freelancer went where the news was. He had to work today because there might not be any jobs tomorrow."

Miss Allan said Mr De'Ath had decided to pull out of news coverage.

● Dutch journalist Mr Wim de Vos, a cameraman for the CBS Network in America, has been told to be out of South Africa by Tuesday. Two other American TV crews were detained briefly under the emergency regulations.

COURAGE OF THE MAN BEHIND THE LENS: PAGE 3

DEYSEL



S. Times
Media 15/6/86
curbs 248
in full 326
sway 327

By EVELYN HOLTZHAUSEN
London

FOREIGN journalists who fear imprisonment, heavy fines and deportation under South Africa's new state of emergency regulations have restricted their reports.

It has also been reported here that journalists working for foreign media have been "advised" to hire legal experts to interpret the new emergency regulations.

"We are not kidding," said Mr David Steward, Director of the Bureau for Information, at a Press conference.

He said the Ministry of Law and Order was already investigating possible violations of the curbs.

In Britain most newspaper space relating to South Africa has been given to the sanctions debate and to restrained reports of the meeting between Bishop Desmond Tutu and the State President, Mr P W Botha.

Confiscations

Most newspapers carried a paragraph explaining that emergency censorship rules forbid the publication of "subversive statements" that "could incite the public to oppose provisions of the emergency".

Police raids on South African newspapers, the Weekly Mail and the Sowetan, have also received wide publicity.

Meanwhile 16 people were arrested outside the South African embassy in London on Friday night.

They were taking part in the 56th day of a picket against apartheid. The picket is planned to continue until the release of ANC leader Nelson Mandela.

A Scotland Yard police spokesman said the 16 had been arrested and charged with a "public order" offence.

Bye-bye Bop as beams get weaker and weaker

By Michael Chester

Thousands of Johannesburg TV viewers have discovered they must wave goodbye to Bop-TV if they want to cure interference on their sets, caused by test transmissions by the new M-Net pay-TV service.

Viewers in the path of the Bop-TV beam from Brixton Tower to Soweto should have no trouble in receiving both Bop-TV and M-Net.

But viewers elsewhere are in uproar as they learn that curbing the interference may involve the total loss of Bop-TV reception.

WASTE

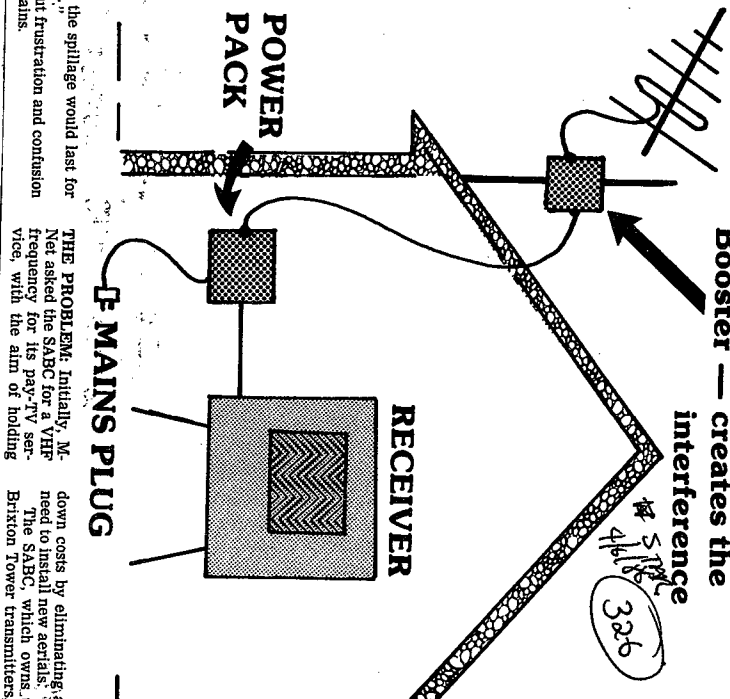
"We paid a packet to install special equipment to receive Bop-TV — and now it all proves to have been a dreadful waste," complains Mrs Doris Johnson of Primrose Hill. "It wasn't all deliberate, was it?"

But the experts say the interference problem is cropping up mainly in suburbs outside the main target areas of Bop-TV broadcasts and where viewers have used boosters to pick up and amplify the weaker Bop-TV signal in spillage areas.

"Viewers in the spillage areas can't really complain," said one TV expert. "They were warned long ago that SABC intended to black out Bop-TV spillage as far as possible and they never were guaranteed

Booster — creates the

interference



M-NET
Channel 39 (Horizontal Antenna)
High Power UHF (Allocated by SABC)

BOP TV
Channel 37 (Vertical Antenna)
Low Power UHF

fact provided M-Net with Channel 39 on the UHF system — within a whisker of the Channel 37 which sends out Bop-TV.

The SABC explained that the International Telecommunications Union, based in Geneva and responsible for planning, had found that Channel 39 was the only frequency available.

Few problems should be encountered on TV sets in the path of strong Bop-TV signals from Brixton to Soweto and Kagiso.

But interference may hit the screens of TV viewers elsewhere who have fitted boosters to pick up Bop-TV spillage, which comes over on a far weaker signal.

THE SOLUTION: According to M-Net, the main cause of interference is the booster device. Since the M-Net signal is much stronger, it overwhelms the weaker signal in Bop-TV spillage areas.

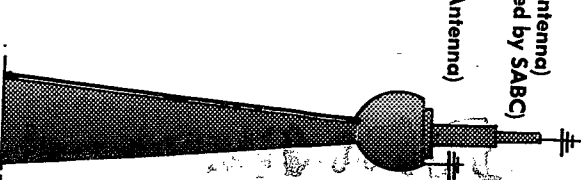
AMPLIFY

The technical staff advise viewers to unplug the booster powerpack or by-pass the booster which now only serves to amplify interference.

"It's like trying to listen in to a whispered conversation in the next room while sitting in a hall to a hi-fi playing records all night."

But solving the interference

BRIXTON



may cause the total loss of Bop-TV reception. TV viewers using video cassette recorders may also encounter interference problems.

The cure: re-adjust the VCR output frequency — usually a screwdriver adjustment at the back of the machine — and re-tune the TV set. Most homeowners say the experts should be able to cope themselves, but any in doubt should call in a professional.

One service company estimates the average cost of curing interference problems at about R45, plus GST.

that the spillage would last for ever." But frustration and confusion remains.

THE PROBLEM: Initially, M-Net asked the SABC for a VHF frequency for its pay-TV service, with the aim of holding

down costs by eliminating any need to install new aerials. The SABC, which owns the Brixton Tower transmitters, in

Millions see Wits whippings — but not SA

Millions of overseas television viewers have seen films of police whipping students during last Friday's clashes at Wits University — but SABC-TV has screened none of them.

Yesterday *The Star* saw one of the films taken by foreign journalists and broadcast to countries worldwide.

The film showed police whipping students, many of them young women, with sjamboks. At least one student was being bitten by a dog and whipped by a policeman at the same time.

STUDENTS COWERING IN STREET

In the second clash of the day, about 30 students sat down in Jorissen Street, Braamfontein, after being stopped by police. They had tried to march to Hill-brow police station.

Viewers saw police approach them and tell them to disperse. They refused. A few seconds later a group of police were seen sjambokking students who were lying and cowering on the street covering their faces and heads.

Viewers heard the students screaming, one shouting repeatedly: "Help me!"

Another girl, who viewers saw being whipped repeatedly by several policemen, was arrested and pushed into a van. She and others were crying hysterically.

Another part of the film showed a student throwing a stone at a group of policemen on the campus who then chased him and fired teargas.

These particular pictures were accepted by more than 100 countries which together service 400 foreign networks.

The editor of TV1 news, Mr Robert Stevenson, said the reason the SABC showed no pictures of the clash was because their cameraman arrived at the scene late.

M-Net has its eye in the sky

28/5/86 SATV
326

By Michael Chester

The Press consortium behind the new M-Net television pay channel has created a R60 million cash pool to pour into the service in a bid to outshine SATV.

M-Net also plans to beam broadcasts via eye-in-the-sky satellites to project the new service into the future.

Though orthodox air-wave networks will be used on the initial launch, M-Net has already laid strategic plans to bounce broadcasts off an Intelsat satellite within the next two or three years — spreading the service to the most remote corners of the country.

SATELLITE LINK

It is envisaged that by the early 1990s an even bigger Dynamic Broadcasting Satellite link will be in use, carrying not only TV services but also linking private homes into radical new electronic communication services.

Mr Ton Vosloo, chairman of Media Network, is convinced that M-Net, as a private sector venture divorced from politics, will have far more success than the state-controlled SABC in negotiating contracts to run TV programmes produced overseas.

"While the SABC is strapped into contracts that mean its films from overseas are at least eight to 11 years old before they are on SATV screens", he said in an interview, "M-Net will be running with block-buster movies that are barely eight months out of the big overseas studios."

● See Page 25.

Deeper SA coverage replaced daily 'bang-bang' visuals

TV ban did not stop violence says study

The Star Bureau

WASHINGTON — The blackout on television cameras in South Africa's unrest areas provided "incontrovertible evidence" that TV coverage did not produce violence, a new United States study has found.

The camera ban also initially deterred US news networks but then created a different, deeper coverage of the country's problems on television news, a study by New York University's News Study Group found.

Focus changed

The study is carried in the mass-circulation US TV Guide.

The study monitored the mainstream CBS, NBC and ABC networks three months before clampdown and during three months of it.

Immediately after the camera ban on November 2, the networks concentrated on news about the order itself — "television was devoting less time to riots and deaths than to its difficulties trying to cover them...

"In the first three days following the ban, CBS evening news devoted 10 minutes and 30 seconds to South Africa, almost all of it on the ban," the study said.

Pretoria's tactics worked,

however, in the first weeks of the prohibition. November was one of the bloodiest months in South Africa last year, with 101 people killed. In December 92 died: "So much for the official claim that the cameras cause the violence," it said.

By late November, the networks embarked on different coverage. In December, the three networks' coverage more than doubled that in November.

December's air-time was also 35 percent up on October's.

The networks were going beyond violence into "previously untouched analyses of attitudes and causes," it said.

"By the beginning of this year, the networks were digging into the roots of South Africa's unrest. As ABC's (anchorman) Peter Jennings said to us, the coverage had begun to shift from daily 'bang-bang' visuals of violence to deeper, more analytical journalism," the study group said.

"In March, the Government announced it was lifting its ban on camera coverage. The networks, however, say they're still impeded by police."

While Pretoria may have won some early victories through the camera ban, the study concluded, it "may have lost the news war" by challenging television's freedom.

ber of the Police Force, if so, (a) when and (b) what was the nature of the charges or complaint;

- (2) whether this matter has been investigated by the police; if not, why not; if so, (a) what is the (i) name and (ii) rank of the policeman involved and (b) what progress has been made in this investigation;

- (3) whether any departmental steps have been or are to be taken against the policeman concerned; if not, why not; if so, what steps;

- (4) whether he will make a statement on the matter?

THE MINISTER OF LAW AND ORDER:

- (1) Yes.

- (a) 9 April 1986.

- (b) Alleged assault.

- (2) Yes.

- (a) (i) and (ii) I do not deem it in the interest of anyone to make known the name of the member, except to say that he is a detective sergeant.

- (b) The investigation has not been completed yet.

- (3) Before deciding on departmental steps, the criminal aspect must first be completed.

- (4) No.

Minister of Transport Affairs:

- (1) Whether past employees of the South African Transport Services are required to have worked for the South African Transport Services and to have been members of Transmated for

a specific period in order to remain members of Transmated once they have left the employ of the South African Transport Services; if so, what is that period;

- (2) whether, during the latest specified period of five years for which information is available, any South African Transport Services members were allowed to continue as members of Transmated despite not having been employed by the South African Transport Services for the necessary qualifying period; if so, (a) how many, (b) what were the circumstances of each case and (c) who took the decision in this regard?

THE MINISTER OF TRANSPORT AFFAIRS:

- (1) Only employees who retire on account of age limit, reduction in or re-organisation of staff, severe bodily injury, permanent ill-health or physical disability not occasioned by their own default, or are retired in terms of section 11 or 14 of the Conditions of Employees (South African Transport Services) Act, 1983 remain members of Transmated, provided they have completed at least 10 years' continuous service.

However, employees who (a) sustained 100 per cent permanent disablement in an accident arising out of and in the course of their employment and are retired on account thereof or (b) are retired on account of wounds or illness sustained in or as a result of military service in the South African Defence Force, provided they receive compensation in terms of any act regarding military pensions, will remain members of Transmated irrespective of their period of service.

- (2) No. (a), (b) and (c) Fall away.

Sobokeng/Vereeniging commuter line

*18. Mr G B D McINTOSH asked the Minister of Transport Affairs:

- (1) Whether the South African Transport Services are considering constructing a commuter line from Sobokeng via Vanderbijlpark and Sharpeville to Vereeniging; if so, when is it anticipated that this line will be completed; if not, why not;

- (2) whether the South African Transport Services have conducted a survey of the numbers of commuters in this area and of potential users of this line; if not, why not; if so, (a) when and (b) what were the findings;

- (3) whether he has received any representations regarding the construction of this line; if so, (a) from whom, (b) when and (c) what was his response?

THE MINISTER OF TRANSPORT AFFAIRS:

- (1) and (2) No. No such requests have been received.

- (2) (a) and (b) Fall away.

- (3) No.

(a), (b) and (c) Fall away. SATV photographs of James D J DALING asked the Minister of Law and Order:

THE MINISTER OF TRANSPORT AFFAIRS (for the Minister of Justice):

- (1) Yes.

- (a) Johannesburg Prison.

- (b) Hételée Passatoors.

- (2) No, as no offence was committed in terms of the Prisons Act, Act 8 of 1959, as amended.

- (3) Falls away.

That is a stupid question!

THE CHAIRMAN OF THE HOUSE:
Order! With respect to the hon Minister, the

THE MINISTER OF LAW AND ORDER:

- (1) Yes.

- (a) Johannesburg Prison.

- (b) Hételée Passatoors.

- (2) No.

- (3) Falls away.

SATV photographs of Hételée Passatoors

*20. Mr D J DALLING asked the Minister of Justice:

- (1) Whether a certain person, whose name has been furnished to the Minister's Department for the purpose of being held in prison during his trial; if so, (a) in what prison and (b) what is her name;

- (2) whether he has been informed that photographs of this person were televised by SATV on 14 and 15 April 1986; if so,

- (3) whether he intends taking any steps in regard to this matter; if not, why not; if so, (a) what steps and (b) in terms of what statutory provisions?

Reforms: PW
30/4/86
gives blacks
STAN 326
assurance in
TV 'hard-sell'

By David Braun,
Political Correspondent

CAPE TOWN — The State President, Mr P W Botha, took time on black television stations again last night in the latest phase of the Government's hard-sell campaign to promote its reforms.

The Government needed to discuss solutions with all black leaders in a peaceful atmosphere, he said.

Legislation would be presented to Parliament soon to enable all leaders committed to peaceful solutions to join him around the negotiating table.

Mr Botha's television appearance comes after a national newspaper advertising campaign. The next phase of the campaign is to be the distribution of leaflets.

Mr Botha started his address on TV2 and TV3 by saying that he wanted to assure black fellow South Africans that the Government knew of their problems and their aspirations.

"We are aware of the economic problems which beset you. We are aware of your housing problems and of the problems which you are experiencing with the education of your children," he said.

"We know of the anguish caused in your society by radical intimidation and of the frustration you experience as a result of some outdated bureaucratic practices.

"We are particularly aware of the problems which were caused by the pass system and by influx control. That is why I have dedicated my Government to the process of political, social and economic reform and development."

Mr Botha said the scrapping of influx control did not mean everyone should move to the cities. The Government would launch a development plan to make rural areas more viable. There was not enough work in urban areas for all.

Stofberg claims 'Shaka' will be epic loss for SABC

PARLIAMENT — Mr Louis Stofberg (HNP Sasolburg) said today he had good information the SABC's epic production, 'Shaka Zulu', would run at a loss of between R100 million and R200 million.

Speaking during the Second Reading debate on the Broadcasting Amendment Bill, he said the film was the largest and most expensive project ever undertaken by the SABC.

The SABC was incurring

heavy penalties for, among other things, late delivery to the distributors.

The Deputy Minister of Foreign Affairs, Mr Ron Miller, would have to explain this.

Mr Stofberg also asked why the HNP newspaper *Die Afrikaner*, and the CP's *Die Patriot* were not given shares in the M-Net Press consortium to run subscription television. — Sapa

The faces behind news footage of township trouble

STAR (328) The Star Bureau (211) 4186 (277) (277)
LONDON — Sharon Sopher, an independent television producer, went to South Africa commissioned by an episcopalian church magazine to write an article on Bishop Desmond Tutu.

She ended up making one of the most heart-rending documentaries to have come out of the country, "Witness to Apartheid", shown on Channel Four Television here on Saturday night.

Sopher intended to return eventually to make a film on apartheid. "But within two days of getting there, I met Bishop Tutu and the Reverend Beyers Naude, and they both encouraged me to film immediately. 'There are 200 journalists here, yet there is a story that's never been told,' Bishop Tutu said to me."

That story is largely about the black children of the townships. "What you see on American television about South Africa is riots in the streets, demonstrations and police action. People watching it treat it as a place where children get tortured, where children go missing and their parents are never told where they are, where 11-year-olds are kept in prison, where an entire school population of 800 children is picked up by the police."

TALKING ABOUT THEIR LOSS

"When we interviewed the parents of a 15-year-old schoolboy who had been shot and killed, I thought of how many times on television I had seen footage of funerals yet I had never seen a single family mourning, grieving, talking about their loss."

She was in South Africa when the Government announced its intention of abolishing the pass laws. "I knew that this would be seen as a major reform in the United States. But in the townships I didn't see a single black rejoicing."

"One told me: 'They can do away with the pass books but if there are soldiers occupying my township, if I still have to live in a township, if I can be picked up in the middle of the night by Security Police, if I can be tortured, if I can be killed, what's different?'"

Most of the filming was completed in less than a month — the period of her visa — towards the end of which she and her crew were arrested and questioned for some hours. Some footage, however, was shot later, clandestinely, after she left.

She is reluctant to describe the help she received during the filming, or how she got her film out of the country. Some people, she hints, are already in trouble because of their participation.

tensions, alterations and improvements at Nongoma Prison are being planned.

The Prisons Service annually provides a priority list of identified building projects to the Department of Public Works and Land Affairs in view of incorporating them in the major works services programme according to which building work is programmed for a term of five years.

This programme is revised annually according to the availability of funds, and the fact that a specific project appears on the major works services programme does not imply that it will be executed within five (5) years.

ANNEXURE A

Analysis of the Prison Population as on 31 December 1984 and 31 December 1985 respectively

	84.12.31	85.12.31	Percentage increased/ decrease
Sentenced			
• Up to and including 6 months	10 850	8 689	19.9% decrease
• 6 months up to 2 years	12 766	13 085	2.5% increase
• 2 years up to 5 years	38 164	39 734	4.1% increase
• 5 years up to 10 years	16 467	19 238	16.7% increase
• Indeterminate sentences (Prevention of crime, habitual criminal)	4 530	4 625	2.1% increase
• Longer than 10 years	5 757	6 649	15.5% increase
• Imprisonment for life	5 226	187	17.3% decrease
Other (not specified above)	18 099	19 976	10.4% increase
For example State President's patients, corporal punishment only, psychopaths, periodical imprisonment, persons condemned to death, judgement debtors, etc.	281	428	52.3% increase
Total	107 160	112 611	5.1% increase

Statistics regarding analysis of offences of prisoners with sentences of less than two years is not available at a central point. However, this sentence category represents a wide range of offences, including assault, housebreaking and theft, fraud, larceny, possession of dangerous weapons, motor vehicle theft, stock theft, drunken driving, public violence, malicious injury to property, illegal dealing in diamonds/possessions, possession of dangerous weapons, culpable homicide, robbery, rape and other sexual offences, murder with extenuating circumstances, refusal to testify, possession of illegal literature, intimidation, member of banned organisation, traffic offences, etc.

* See annexure B for an analysis of offences regarding prisoners with sentences of two years and longer.

ANNEXURE B

An analysis of offences concerning the 70 433 prisoners who were serving sentences of two years or longer on 31 December 1985. Information regarding sentence groups of less than two years imprisonment is not available at a central point. (Several prisoners are serving sentences for more than one of the offences mentioned below.)

Violent offences

For example, murder, robbery, assault, rape, etc. 49 951

Economic offences

Theft and other offences of which dishonesty is an element as well as illegal financial or economic transactions 93 499

Offences concerning drugs

For example dealing in drugs and possession of drugs 5 595

Other offences not mentioned already

Drunken driving, possession of fire arms and explosives without a licence, arson, offences against the security of the State, aviation act, etc. 24 037

Handwritten: 1117
326
HANSARD 15/4/86
Mr D J DALING asked the Minister of Foreign Affairs:

What was the estimated (a) number of unlicensed television sets in the Republic as at the end of 1985 or the latest specified 12-month period for which figures are available and (b) loss of revenue suffered by the SABC as a result?

THE MINISTER OF FOREIGN AFFAIRS:

(a) It is estimated that 4.8% of television sets in the country are unlicensed.

(b) Approximately R7.3 million.

Handwritten: 1117
326
HANSARD 15/4/86
Mr R M BURROWS asked the Minister of National Health and Population Development:

(1) Whether he has appointed any persons or group of persons to investigate all or some aspects of all or some of the pension schemes administered by the State; if so, (a) which schemes are being investigated, (b) which aspects of each scheme are being considered, (c) which body will pay the cost incurred by this investigation, (d) when (i) is each scheme to be, and (ii) was each scheme, actuarially evaluated, (e) what was the outcome of the evaluation in each

(2) whether he will make a statement on the matter?

THE MINISTER OF NATIONAL HEALTH AND POPULATION DEVELOPMENT:

(1) Yes—as part of the actuarial evaluation.

(a) All schemes.

(b) All aspects.

(c) The Pension Funds concerned.

(d) (i) Government Service Pension Fund—At present. Associated Institutions Pension Fund—After completion of the evaluation of the Government Service Pension Fund. Temporary Employees' Pension Fund—After completion of the evaluation of the Associated Institutions Pension Fund. Authorities' Service Pension Fund and Authorities' Superannuation Fund—After completion of the evaluation of the Temporary Employees' Pension Fund.

(ii) See (d)(i).

SA to lodge protest over documentary

4/4/86
F-1057
320

LONDON — The South African Embassy here is to protest to a TV station which intends screening a documentary about township violence filmed secretly during the state of emergency.

Channel Four, an independent station, confirmed today that it would broadcast *Witness to Apartheid* at prime time on April 19.

It was filmed by freelance producer Miss Sharon Sopher, and Channel Four says it contains "harrowing footage" of police action.

Miss Sopher is said to

have had the co-operation of the ANC during her undercover operation. She did not have permission to be in the townships and was briefly held for questioning by the police.

The film includes an interview with an undertaker who claims that, between May and September last year, he buried 34 black children, all with multiple bullet wounds.

An Embassy spokesman said a protest would be lodged "but concrete steps have not yet been decided."

The Embassy is likely to launch an all-out at-

tempt to stop the broadcast.

It is not likely to succeed. British TV stations fiercely defend their right to broadcast what they like.

The main independent network, ITV, once defied extreme pressure from the British Government and showed a documentary about a Saudi Arabian princess who was beheaded for having sex with a commoner.

Saudi Arabia broke off diplomatic relations, and it took the Foreign Office years to repair the damage.

War in the air

A new battle could be joined on the television front when Swazi TV switches on its new, more powerful transmitter in April for the coronation of Crown Prince Makhosetive.

The beefed-up transmission of Swazi TV, while having the desired effect of covering all Swaziland, could have the undesirable result (for the SABC, that is) of spilling over into SA, where, it is estimated, it could be received by up to 250 000 television sets.

The station also has plans to install two more transmitters at undisclosed sites in Swaziland.

An official statement from Swazi TV says it has "spent a seven-figure sum" on new equipment including a more powerful transmitter to be installed on the highest mountain in the country.

"This is to improve signal quality and maximise coverage in the rural areas, particularly for the coronation," says the statement.

A Swazi source confirms that a new 10 kW ERP transmitter is being installed and will be transmitting by April 15. The site is at Bulembo, about 100 m from the SA border in north-west Swaziland.

Long range

The transmitter is designed to broadcast over a radius of 150 km but with high gain aerials, like those already used by PWV residents to receive Bop TV, the signals could be received at a range of 250 km.

But, the source said, no one knows exactly what the spillover will be. "The signal strength is totally unpredictable."

The official statement says: "There has always been spillage into the eastern Transvaal and northern Natal and we can only assume that a more powerful transmitter will increase this."

The spillover is "purely incidental" a Swazi TV spokesman tells the *FM*. "Our intention is to ensure that all of Swaziland receives a quality signal for the coronation."

Financial Mail March 28 1986

He adds that SABC is fully aware that the overspill is not intentional. "Swaziland is so small there will always be spillover. But we will be happy to accept advertising from SA."

The new signal will be compatible with SABC's PAL system. Until now Swazi TV has been broadcasting a non-standard signal, requiring SA viewers to convert the sound system on their TV sets.

Response from the SABC is low-key. "As long as it falls within the requirements of the International Frequency Regulation Board and does not interfere with our signals, we are perfectly happy," says a spokesman. ■

SA orders TV reporter to leave

A West German television reporter said yesterday he had been given seven days to leave South Africa and would seek help from his country's embassy.

Mr. Albrecht Heise (47) told reporters he had been summoned to the Department of Home Affairs in Pretoria yesterday and handed a letter which said his work permit would not be renewed, but gave no reasons.

Mr. Heise, who works for the ZDF German television channel, said he had been on a temporary assignment in South Africa since last October, and had applied for an extension of his work permit which expired on January 16.

Relations between Pretoria and foreign television crews are strained and Minister of Home Affairs Mr. Stoffel Botha earlier this month ordered the expulsion of three members of the American CBS television network.

CBS had transmitted tape of a funeral in a black township after police barred cameras.

Mr. Botha reversed his decision after CBS had given assurances that it was not determined to break South African laws. — Reuter.

12/3/80 B. DWA/
Trio's expulsion order set aside

CBS TV news crew to remain in South Africa

THREE staff of the American news network, CBS, will be allowed to remain in the country after the cancellation of their expulsion order by Home Affairs Minister, Stoffel Botha.

The expulsion order was withdrawn yesterday afternoon after two days of representations by a CBS delegation to Botha and the Deputy Minister of Foreign Affairs, Louis Nel.

Botha had threatened to expel the staffers after alleging that CBS had contravened a police order, subsequently ratified by the Supreme Court, in covering a funeral in Alexandra.

Botha and David Buksbaum, a senior CBS official, who represented staffers Bill Mutschmann, Willem de Vos and Allen Pizzezy issued a joint statement after talks which were described as "good and amicable" by Nel.

The statement said: "The police order precluding the taking of television equipment and cameras into Alexandra was made the night before the commemoration service was due to begin.

"The order was not in existence when CBS News and other news organisations made an application to the Supreme Court on the evening before the funeral.

"The Supreme Court, recognising the validity of the police order, dismissed the application by CBS News and the other television networks to confirm their right to take camera equipment into Alexandra on 5 March 1980 to photograph the funeral.

"CBS News obtained videotape ma-

terial of the funeral from an undisclosed source, being aware that the taking into Alexandra of the equipment used to film the funeral, might have been illegal.

It added: "CBS News, without admitting that it had wilfully broken any law, concedes that the South African Government could have had grounds to regard this action as a defiance of a South African court order.

"CBS News expressed its regrets for any misunderstanding on its part.

"Mr Buksbaum also gave the assurance that CBS News will in future, as far as possible, ensure that material obtained and used by them from whatever source, is not tainted with illegality.

"He furthermore stressed that CBS News policy standards are aimed at ensuring that the presence of CBS News personnel in situations of unrest does not add to the problems encountered by those charged with maintaining order.

"The Minister accepted these assurances and cancelled the orders of removal."

Asked if the agreement amounted to an apology from CBS to the government, Buksbaum said: "You can read into the statement what you will.

"The policy of CBS stands and CBS personnel adhere to that policy."

Buksbaum refused to speculate on what CBS action would be should the network be faced with a similar situation in future.

Own Correspondent and Sapa

Wednesday, March 12, 1986

3

CBS newsmen to be allowed to remain in S A

Mercury Correspondent
CAPE TOWN—Three staffers of the American CBS news network will be allowed to remain in the country following the cancellation of their expulsion order by Minister of Home Affairs Stoffel Botha.

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Mr Botha had threatened to expel the staffers after alleging that CBS had contravened a Court-ratified police order by covering the recent mass funeral in Alexandra.

Mr Botha and Mr David Buksbaum, the senior CBS official who represented staffers Bill Mutschmann, Willem de Vos and Alle Pizzey, issued a joint statement after talks described as "good and amicable" by Mr Nel.

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"The minister accepted these assurances and cancelled the orders of removal."

By David Breier
Political Staff

Some media restrictions stay — new curbs feared

The state of emergency restrictions on the media have been dropped but reporters are still subject to curbs in reporting on unrest.

Further restrictions are widely expected to be built into the Public Safety Act.

While the state of emergency has been lifted, troops will still be used to help control unrest.

Mr Louis Nel, the Deputy Minister of Information, said that with the lifting of the partial state of emergency this week restrictions on media coverage of unrest in areas governed by the state of emergency also lapsed.

He suggested that other legal provisions applied to the media, but he declined to detail them.

A police spokesman said it was illegal for the public to interfere with a policeman in the course of his duties.

If a reporter was asked by the police to leave the scene of unrest, he was obliged to obey such a command, the spokesman added.

The Defence Force had

helped the police in unrest situations long before the state of emergency. He said the co-operation between the police and the SADF would continue.

Mr Peter Gastrow, chairman of the Progressive Federal Party and an advocate, said the police could erect barriers around an area in the course of their duties.

Any person who tried to break through the barrier could be charged with interfering with the police in the performance of their duties.

Mr Gastrow predicted that more specific bans on the media in unrest situations would be built into the Public Safety Act.

Mr Louis le Grange, the Minister of Law and Order, said this week that amendments to

the Act were being drafted and were likely to be presented to Parliament this year.

The Government's main problem has been with cameras, especially TV cameras. Government spokesmen are adamant that the presence of cameras incites people to commit more violence.

However, others say the real reason for the ban is that TV coverage of riots has led to adverse overseas reactions.

The only other restriction applying to reporters now is the police agreement with the Newspaper Press Union. This is not a statutory regulation.

In terms of this agreement, accredited newsmen with Press cards are obliged to report to the senior police officer at a scene where the police are active.

However, Mr Andrew Torcia, chairman of the Foreign Correspondent's Association, said he was unaware of any such agreement for foreign journalists accredited with the Bureau for Information.

He said they were subject to the laws of the country in which they operated.

Packing up will be big wrench for expelled Alex newsmen

SUNDAY TIMES 9/3/66

THE THREE senior staffers of the American CBS television network — including bureau chief Mr William Mutschmann, 61 — ordered by the Government to quit South Africa by midnight on Tuesday, have deep roots in this country.

Mr Mutschmann, Mr Wim de Vos, 40, and Mr Alan Pizze, 38, were served with expulsion notices on Friday.

They allegedly shot film of this week's funeral of 17 riot victims in Alexandra.

It was later screened in the United States.

But they will have an opportunity to appeal tomorrow. "My office has been informed they will be meeting me on Monday," said Minister of Home Affairs Mr Stoffel Botha.

He has accused the men of delaying a Government ban on television coverage of the funeral.

Mr Botha declined to comment on the possibility of the expulsion orders being retracted.

CBS senior vice-president for news, Mr David Rubenstein, was yesterday flying to South Africa from the United States, and it is expected he will be attending the meeting with Mr Botha.

In the meantime, the wives of two of the men are won-

By CAS S. LEGER

dering if they should start packing.

Mr Pizze, a Canadian, is the only one of the trio who is single and who does not own a house.

A frequent visitor to South Africa, he is Athens-based, alternates on Africa duties with another correspondent and has been on his present tour of duty for about eight weeks.

Injuries

Mr de Vos, a Hollander, and his South West African wife, Siegfried, have been in South Africa for 10 years and own their Emmarentia home. Their three children, the youngest about three years old, were all born here.

Mr de Vos, whose finger was broken in an altercation with police in the Cape last October, is a permanent resident in South Africa. He worked for the South African Broadcasting Corporation about eight years ago and now owns his own television company here.

American-born Mr Mutschmann is married to an Englishwoman, Dorcas. They have no children. They have been in South Africa for nearly six years, and four years ago bought their Randburg home.

He owns his own aircraft, a Beechcraft Baron, and flies with a South African licence. "It is a rather unpleasant time right now," he said.

Veteran

"I've been in Africa for 18 years. I've covered the Rhodesian independence, the Angolan independence, the Mozambique independence — all the independences — spent some of my time in black jails and I have a great affection for Africa, both black and white.

"I would miss it very much," Mr Mutschmann said. "The final crunch is that the person left behind will have to sort it out," his wife said.

"There is no way we can leave together, and if Bill has to go on Tuesday night, I shall have to stay behind."

Mr Mutschmann was reluctant to comment on either the Alexandra coverage — or the presence at the funeral of other TV cameramen.

On tomorrow's meeting with Mr Botha, he would say only: "I don't think the Minister is going to be totally unreasonable."

g: Will voters?

Constitutional proposals, it is expected, will be rejected similar to that of the tricameral proposals.

This week Mr Chris Heunis, Minister of Constitutional Development, revealed that he and his Cabinet committee had held meetings with 47 black leaders and organisations to negotiate policy changes. He did not name those involved.

Rejection

But successful negotiations with even moderate black leaders appear unlikely in the short term — there has been an across-the-board rejection of the proposed national statutory council by black South Africans. Any constitutional proposals put forward by the Government will probably be seen as unilaterally drafted.

There is now strong speculation that a referendum will be held next year after the party congresses have all considered the new proposals.

It is known that significant

REVERSING STEP BY STEP

LD R. ROBERTS
SCHOOL OF ECONOMICS
U.C.T.
8/3/86 - Mercury
over crew experience
funeral film

CAPE TOWN—The Government yesterday expelled three senior American CBS television network staffers for broadcasting sneak footage of the Alexandra funerals from which TV crews had been banned.

The expulsion order was issued yesterday by the Minister of Home Affairs, Mr Stoffel Botha, who has given Mr Bill Mutschmann, CBS bureau chief, and TV crewmen Allan Pizzey and Willem de Vos, until midnight on Tuesday to get out of the country. Mr Pizzey and Mr de Vos were

Mr Pizzev and Mr de Vos were part of the TV crew which filmed the 'Trojan Horse' police operation against stone-throwers in Thornton Road, Athlone, in the Cape.

Contrary to usual expulsion procedures, Mr Botha has offered them an opportunity to make representations to him to appeal against the order and Mr Mutshammann confirmed yesterday that all three would do so.

Mr Mutschmann said yesterday: 'I was not even in Alexandra.'

Asked if he thought there was anything in the footage shown on CBS that could have prompted the action against them, he said: 'I don't know, I haven't even seen it.'

Asked why it was only CBS staff that were singled out for expulsion, Mr Mutschmann said: 'We have probably been a little more aggressive than other networks on this particular story.'

In a statement yesterday Mr Botha said the men were being expelled for 'flagrant contempt of a South African court decision'.

'Experience in South Africa, as in other countries, has taught that the mere presence of TV cameras in volatile situations could give rise to further violence in which the property and lives of innocent people can be endangered,' said Mr Botha.

He recalled that on March 4 various TV networks, including CBS, had applied for an urgent interdict against the banning but this was turned down by the Johannesburg Supreme Court.

Notwithstanding the Supreme Court decision, CBS obtained TV material of the events at the funeral and screened it on its network,' said Mr Botha.

State Department spokesman Bernard Kalb said Washington did not have all the facts, 'but we are very concerned', he said. 'Our support for the freedom of the Press is a fundamental principle about which we feel very strongly.'

Top CBS television men told: Get out!

By David Braun and Bruce Cameron,
Political Staff

CAPE TOWN — In a new crackdown on the foreign media yesterday the Government served expulsion notices on three senior newsmen working for overseas groups.

The men, who work for the United States CBS television network, have been given until midnight on Tuesday to leave — but can appeal to Minister of Home Affairs Mr Stoffel Botha on Monday.

They are CBS bureau chief Mr William Mutschmann, Mr Alan Pizey, and Mr Wim de Vos.

Mr Botha's action is the latest in numerous clashes between the Government and foreign media since unrest began last year.

In a statement yesterday, Mr Botha said the move was a direct result of the screening on the CBS network of the funerals in Alexandra on Wednesday. The Government had banned television cameras.

It was particularly annoyed by the screening of the day before the funeral CBS was party to an unsuccessful court application to set aside the ban.

Mr Botha added that it was clear from a Washington newspaper report that CBS was determined to disregard South African laws in order to obtain film material.

Under these circumstances, he said, he felt compelled to expel the journalists.

But he said he was prepared to receive representations from them on why the decision should not be implemented.

'Undemocratic'

The Progressive Federal Party spokesman on the media, Mr David Dalling, has condemned the initial ruling banning cameras from a major event such as the funeral as "bad and undemocratic".

"While not condoning any breaking of the law, this action is extremely harsh and not in the interests of the freedom of the Press," he said.

Mr Mutschmann said that to the best of his knowledge none of the 16 people working for CBS in South Africa was responsible for the film footage.

CBS has been at the centre of numerous complaints and counter-complaints, particularly in its dealings with the police.

In this context, it is understood, the expulsion orders served on the three journalists — who have all been stationed in South Africa for many years — is aimed at CBS and not so much at the individuals.

Cricket fever

By Dan Side

CAPE TOWN — Cricket fever is expected to break out in the Cape today, when 16 000 spectators are expected to jam Newlands to watch western Province exercise their newfound authority over arch-rivals Transvaal in the Castle Cup cricket final.

WP, needing only a draw from the four-day match to wrest the trophy from Transvaal for the first time in four seasons, raised hopes of triumph yesterday with an opening innings of 347 for five. Said WP Cricket Union spokesman Kevin Commins: "The spectators will come flocking tomorrow."

● See Pages 12, 13, 20 and 21.



They will be hiding behind bushes, ready to pounce. And when they spot their best smiles don't ignore them — buy a *Wits Wits*. Today GRCM Bock (left), Kathy Richard (centre) and Kim Kings will be among thousands of students crowding Johannesburg's streets to sell their rag mag. ● Photograph: Erienne Rothblatt.

No fuel coupons until hearing

Pick'n Pay yesterday agreed to suspend its controversial coupon system of selling petrol pending a court case early next week.

The supermarket chain brought an urgent application in the Cape Town Supreme Court yesterday to set aside a ministerial directive prohibiting oil companies from supplying it with petrol. The case was postponed.

The coupon scheme, introduced on March 4, offered customers a 4c discount on goods for every litre of petrol bought.

A request by Pick'n Pay that in the meantime it be supplied with petrol and be allowed to continue with its coupon system, was refused.

Mr Hugh Herman, joint managing director of Pick'n Pay, said in papers before court the Minister of Mineral and Energy Affairs, Mr Danie Steyn, had "abused his powers for an ulterior purpose".

The company seeks an alternative declaratory order that the notice sent by the Minister to major oil companies on February 28 did not prevent them supplying Pick'n Pay by virtue of their "coupon scheme".

Mr Herman submitted that the Minister's letter was written before the coupon scheme had been announced and therefore could not have been specifically directed against it.

Bizarre dingo case on TV tonight

By Janine Walker

Australia's best-known and most bizarre murder trial the subject of a film to be screened on Bop TV at 8 tonight.

It's a story which shocked the world — that of week-old Azaria Chamberlain who went missing in Ayers Rock in Australia almost six years ago.

The case is as twisted and controversial now as it

inquiry, convened by the Northern Territory government, ordered that Michael and Lindy Chamberlain stand trial for the murder of their baby daughter.

A jury found Lindy Chamberlain guilty of murder and her husband guilty of being an accomplice.

In "The Disappearance of Azaria Chamberlain", award-winning Australian author and journalist Frank Moorhouse presents a personal view of the events in 1980. It also looks at the intriguing incident



SUP

International
finest Super

Police 'will not get wide powers

Political Correspondent

CAPE TOWN — New powers proposed for the police would not give them anywhere near the sweeping authority given them under the state of emergency, police sources said here.

But it does seem likely the Government will introduce measures to restrict audio-visual media in circumstances in which unrest could be fanned.

The sources said various security laws would be reviewed with a view to "improving" them after the state of emergency was lifted.

In the meantime, the police had sufficient powers at their disposal in terms of various laws.

All that was basically needed was legislation providing for the selective restriction of the media.

The lifting of the state of emergency has led to widespread fears that the police would be granted new powers.

Some people suggested that in effect the police could, if granted extra authority, impose a state of emergency nationwide in all but name.

Proposed legislation adding to police powers will be introduced later this session.

US TV shows funeral scenes

326

STAR 6/3/76 The Star Bureau

WASHINGTON — One of America's top four television news networks, CBS, last night beat the South African Government's ban on cameras in troubled areas and broadcast scenes of yesterday's mass funeral at Alexandra.

The scenes showed coffins lined up in readiness for burial and crowds of weeping mourners.

The programme's anchorman, Mr Dan Rather, explained to viewers that the film had been obtained "outside South Africa". He provided no further details.

The film, accompanied by sound recording, appeared to have been made quite openly. The scenes it depicted were at times filmed from a height above the mourners, where the camera crew probably would have been exposed to view.

... AND WITH EASY

... Right at the fore

out.

US TV shows funeral scenes

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SPR 6/3/96 The Star Bureau

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SABC acquitted over pictures of prisoners

The South African Broadcasting Corporation was found not guilty by a Johannesburg magistrate yesterday of illegally screening pictures of two convicted prisoners.

Passing judgment, Mr R E Laue said the evidence given had not proved the corporation's guilt.

The SABC, represented by its editor-in-chief of public affairs, Mr Izak Schalk Willem Burger, pleaded not guilty to the charge.

The SABC was accused of televising the photographs of convicted prisoners Hendrik Gerardus Jacobsz and Jacob Daniel Viljoen on the TV1 programme "Pols", on June 11.

The photographs were published more than 30 days after their conviction and without the permission of the Commissioner of Prisons, according to the State.

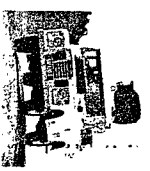
Jacobsz and Viljoen were convicted on June 13, 1983, of terrorism and sentenced to 15 years' jail.

Mr B Roux, defending, said there had been no evidence given regarding the 30-day time period.

Pretoria's tactics to keep unrest off the front page seems to be working

Media interest in SA wanes

SPH 15/1/86



UNITED STATES: The consensus among network and print sources questioned in New York is that the restrictions affect TV more than print media, but that the story is still seen as significant.

All the sources said they were stressing South African coverage as much as before the restrictions were imposed. But they differed on whether the public's interest was waning.

Network sources said they preferred to avoid the footage. "We just have a correspondent stand up against a tree and tell it," he said, adding that he felt interest was still strong.

At NBC, foreign news general manager Mr. Jerry Lamprecht said that the network's interest in South Africa was still strong, but that it could not show the story, they could still tell it. "We just have a correspondent stand up against a tree and tell it," he said, adding that he felt interest was still strong.

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South Africa's clampdown on media coverage of the unrest has helped keep daily images of strife off TV screens around the world. Countries appear divided on exactly how the coverage of the turmoil in South Africa has been affected by Pretoria's restrictions, brought in last November. The measures against the media indicate that the government is determined to keep the public's interest in areas under emergency rule, except with police permission. Two weeks after the restrictions were imposed, Reuters correspondents report on how Western media view their impact on the South African story.



don't have the pictures, you downgrade the story," the BBC's news editor, Mr. Alan Pridemore, said.

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At the 24-hour news station, Cable News Network (CNN), executive vice president Mr. Ted Turner said CNN got much of its news from diplomats, expert observers and others. He thought public interest in South Africa had slumped.

He said: "The ban has had an effect to the benefit of the South African government. It's clear the ban has worked."

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South Africa until the curfew in November. Since then, TV coverage has been reduced. Mr. Edmond Lar said: "We have simply reduced our coverage since the restrictions. Now we get from local TV what is convenient for the (South African) Government, such as Mr. La Monda's deputy editor Mr. Paul-Jean Francome said coverage had not been affected by the restrictions on TV networks.

He said: "We have neither reduced nor increased our stories on South Africa. But it is fair to admit that the overall cover of South Africa has been reduced. It's a dramatic and therefore less damaging to the Pretoria authorities."

NETHERLANDS: Newsmen said the restrictions had reduced the impact of day-to-day coverage although TV and the Press were still reporting developments as fully as possible.

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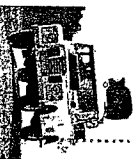
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SAPM 15/1/86



UNITED STATES. The consensus among network and print sources questioned in New York is that the restrictions affect TV more than print media, but that the story is still seen as significant and is well covered.

Most of the news stories stressing South African coverage as much as before the restrictions were imposed. But they differed on whether the public's interest was waning.

Network sources said they preferred to avoid life footage. CBS foreign news and operations vice president Mr. David Baker said they tried to prepare more news features and background pieces to fill the void. "The story, they could still tell it," he said, adding that he felt interest was still strong.

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He also said that, despite restrictions, United States TV can do what it wants to do. "The story is still seen as significant and is well covered," he said.

At the 24-hour news station, Cable News Network (CNN), executive vice-president Mr. Ted Turner said CNN got much of its film from Washington and tried to flesh out the story with comments from Washington and other sources. He thought public interest in South Africa had slumped.

He said: "The ban has had an effect to the benefit of the South African government. It is clear the ban has worked."

New York's Times deputy foreign editor Mr. John Darton said: "The ban has had an effect to the benefit of the South African government. It is clear the ban has worked."

But he said pictures did not determine how a story was played and he believed the public was still interested.

BRITAIN's journalists said the clampdown had led to the South African government's position being played down.

The temptation in the Press, it said, always has been, that if you



South Africa's clampdown on media coverage of the unrest has helped keep daily images of strife off TV screens around the world — but the story is still being told. However, awareness in Western countries appears dulled on exactly how the coverage of the time brought in last November. The measures against the media included the banning of TV crews and photographers from covering unrest in areas under emergency rule, except with police permission. A report on how Western media view their impact on the South Africa story.



don't have the pictures, you downgrade the story," the BBC's news editor, Mr. Alan Pridemore, said.

He said restrictions on broadcast news have made it harder to get coverage of the South African situation. "The story is still being told," he said.

The Guardian said its reporters were more reluctant now and coverage had become more passive, with more reliance on police reports of incidents.

"The South African government is 'winning'," assistant foreign editor Mr. Nicholas Dailman said. "The quality of coverage has gone down by clamping down on the Press. It's made it hard to do any kind of good investigatory journalism."

He has to depend on what the official version of it is and what the South African government is saying, so it's not as good as the hand rather than on-the-spot reporting," he said.

ABC editing news programme editor Mr. Neil Ross said the impact of some South African stories made up for the lack of graphic footage.

"It is a hindrance but it's not making us reduce its prominence at the moment," Mr. Ross said.

WEST GERMANY: Media in West Germany say they are continuing to give prominent treatment to South Africa.

ARD, one of the two main TV channels, said its coverage had not been affected by the restrictions. "We have not removed the South African story from the public eye."

"Our reporting of South Africa has not suffered other than it has been reduced to a certain extent," said Mr. Peter Seidel.

ARD and rival channel, ZDF, said absence of film of disturbances from the public eye.

ZDF TV news director Mr. Karl-Helmut Balle said: "We are trying to report what is happening as fully as we can. We have used every justified means to maintain coverage."

He said the restrictions had not affected from the night of the election, but the availability of pictures to highlight a report is not a factor in determining its priority.

Die Welt said they did not feel affected by the measures as "our reports are more of an analytical and background nature"

FRANCE: The French media devoted a great deal of space to

South Africa until the curbs in November. Since then, TV coverage has been considerably reduced.

Antenne-2 coverage editor Mr. Edouard Loe said: "We have sharply reduced our coverage since the restrictions. Now we get from local TV channels, a few reports from the South African Government, such as Le Monde's deputy editor Mr. Paul-Jean Franceschini said coverage had not been affected by the restrictions on TV networks.

He said: "We have neither reduced nor increased our stories on South Africa. The French media has been less dramatic and therefore less damaging to the Pretoria authorities."

NETHERLANDS: Newsrooms said the restrictions had reduced the amount of coverage of South Africa, but the Press was still reporting developments as fully as possible.

One picture can often tell more than a whole page of print. But we cannot get everything we want."

Swedish Television said the public's interest in South Africa has been reduced. "We still have a flow of pictures coming in from there."

While information's co-foreign editor Mr. Linn Moller said: "We have not quite felt the consequences yet of the South African situation. We still have a flow of pictures coming in from there."

SWEDEN: Journalists said the restrictions had made a significant difference to their coverage of South Africa.

While Dagbladet's foreign editor Mr. Bengt Almqvist said: "The story had already begun to move down page before the ban as we had become used to daily reports of the violence."

Kind of sport	(A) Number affiliated members	(B) Date
Softball.....	7 500	85-11-12
Schwinger.....	3 880	86-01-20
Cricket.....	2 185	85-11-04
Yachting.....	37 170	85-12-02
Chess.....	2 500	85-10-06
Sheepdog.....	450	85-11-04
Fencing.....	2 210	85-11-06
Skiboat Angling.....	9 879	85-10-30
Sport for the Deaf.....	3 300	86-01-10
Sport for Physically Disabled.....	4 000	85-11-27
Game Fish Angling.....	1 300	85-11-15
Wrestling.....	9 370	85-10-09
Surf Life-Saving.....	3 350	85-12-03
Golfing.....	800	85-11-16
Swimming.....	8 844	85-11-13
Table Tennis.....	6 400	85-10-16
Tennis.....	80 000	85-11-11
Tenpin Bowling.....	1 800	85-10-18
Tug-of-War.....	2 000	85-12-11
Trampoline and Tumbling.....	5 130	85-12-12
Home Built Aircraft.....	800	85-11-06
Endurance Riding.....	510	85-11-05
Parachuting.....	1 100	85-11-16
Freshwater Angling.....	7 347	85-12-10
Freshwater Life-Saving.....	3 150	85-12-03
Darts (Men).....	6 462	85-10-25
Darts (Women).....	410	85-11-19
Casting.....	629	85-11-27
Vintage Cars.....	4 000	85-11-19
Volleyball.....	1 950	85-11-22
Soccer (Men).....	Not available	
Soccer (Women).....	574	85-10-29
Hot Air Ballooning.....	52	85-11-16
Water skiing.....	808	85-10-08
Barefoot.....		
Racing.....	580	85-10-02
Water skiing.....		
Tournament Water skiing for the Physically Disabled.....	1 852	85-10-07
Canoeing.....	89	85-10-07
Ice-Hockey.....	40	85-11-04
Ice-Skating.....	360	85-12-23
	2 749	85-10-31

Private post boxes
210. Mr D J DALLING asked the Minister of Communications:

- (1) Whether there are many applications for private post boxes outstanding at (a) the (i) Rivonia, (ii) Sandton, (iii) Northlands, (iv) Benmore, (v) Hyde Park, (vi) Bramley, (vii) Bergvlei and (viii) Wendwood post offices and (b) any other post office or postal delivery unit serving Sandton; if so, how many at each post office or unit;

- (2) what steps are being taken to satisfy the outstanding applications in each case?

THE MINISTER OF COMMUNICATIONS:

- (1) (a) and (b) No.
(2) falls away.

Televison licences
411. Mr D J DALLING asked the Minister of Communications:

- (a) How many television licences were issued in 1985 and (b) what was the amount collected in licence fees in that year?

THE MINISTER OF COMMUNICATIONS:

- (a) 1 960 291;
(b) R87 259 221.24. This amount includes penalties for late payments.

Own Affairs:

6. Mr D J N MALCOMESS asked the Minister of Education and Culture:

- (1) (a) What was the total annual cost to his Department of the South Africa Merchant Navy Academy General Botha as at the latest specified date

for which information is available and (b) how many students (i) can be accommodated at this Academy and (ii) were trained there in 1985;

- (2) whether the Academy is to continue operating; if so, why?

THE MINISTER OF EDUCATION AND CULTURE:

- (1) (a) R736 000 for 1985.

- (b) (i) approximately 200 full-time equivalent (FTE) students in the academic complex and approximately 50 FTE students in the residence,
(ii) headcount of 513, representing approximately 78 FTE students;

- (2) yes, to fulfil the training needs of the merchant navy.

TUESDAY, 25 FEBRUARY 1986

412. Mr H D K VAN DER MERWE asked the State President:

General Affairs:

Nguni language: additional official language

*1. Mr H D K VAN DER MERWE asked the State President:

- (1) Whether a committee has been appointed to investigate the possibility of declaring one of the Nguni languages an additional official language in the Republic; if so, (a) when, (b) who are the members of the committee and (c) which Nguni language is being considered for this purpose; if not,

- (2) whether he intends having an investigation of this nature instituted; if so, what is envisaged in this connection;
(3) whether he will make a statement on the matter?

THE STATE PRESIDENT:

- (1) No.

- (2) No.

- (3) Falls away.

413. Mr A MYBURGE asked the State President:

- (1) Whether, with reference to the reply of the Minister of Defence to Question No 3 on 11 February 1986, he instructed the former Deputy Minister of Foreign Affairs to visit members of Renamo in Mozambique after the signing of the Nkomati Accord; if so, (a) when and (b) why; if not,

- (2) whether he (a) was informed or (b) had knowledge of these visits prior to their taking place; if so, (i) by whom was he informed or (ii) what knowledge did he have of the proposed visits and (iii) what action did he take as a result; if not, when did he first learn of these visits;

- (3) whether he took any action as a result of these meetings; if not, why not; if so, what action;

- (4) whether he will make a statement on the matter?

THE STATE PRESIDENT:

- (1) No. (a) and (b) Fall away.

- (2) (a) and (b) After the first visit of June 8, 1985, I was indeed informed that the visit had taken place and that further visits were being planned. This was in keeping with the task of the

Many of the changes to radio and television, announced at the weekend, will take place during April and July.

However, some details about the times and content of changes are not yet available.

From April 1, TV viewers will no longer see the familiar faces of continuity announcers. TV is to follow the example of TV4 in having voice-over continuity announcements.

As all continuity announcers were freelance, they were not losing full-time jobs, an SABC spokesman said. Some of

SABC gets set for big programme reshuffle

They would continue to be employed by the SABC in other capacities. The TV news will also change its daily time-slots from April 1.

Instead of the present 4 pm and 7 pm broadcasts, the news can then be viewed at 5.45 pm and 8 pm. The main news broadcast at 8 pm will mark the language change.

The "Network/Network" format has been cut down and, from April 1, they will change their viewing times. "Net-

work" will be broadcast from 9.30 to 10.15 pm on Tuesdays and from 9 to 9.30 pm on Thursdays. "Network" will be broadcast on Mondays from 9 to 9.30 pm on Mondays and from 9.30 to 10.15 pm on Wednesdays.

"Simulcast", the simultaneous broadcasting of the original sound-tracks of dubbed TV programmes, will begin from July 1, although a trial run will be held on March 15.

The programme, "Miami Vice", starting on

TV4 on March 15 as the dubbed "Miami Misadventure", will have the original English soundtrack broadcast on Radio Allegro on the English radio service wave length. Radio Allegro will still broadcast, but listeners will find it on the Radio Sud-Africa wavelength. The original sound-tracks are expected to be broadcast on the old Springbok Radio wavelength from July, but this has not been finalised.

Technical details were still being worked out as the intention was to produce high-quality sound. An SABC spokesman said. The SABC is also to introduce a "complicated" procedure of starting programmes at the same time to avoid overlapping. They would try to avoid programme clashes which upset the public, the spokesman said.

"We're trying to give all four programmes a greater unity. So we'll try not to run a soap on TV1 and TV4 at the same time. We'll try to complement a mass audience programme on one channel with one aimed at a more specialist audience on the other."

"Metro", the new programme aimed at urban blacks, would mainly be broadcast in English and give or choice. The SABC also intended to rescreen some of the more popular late-night TV4 programmes on TV1 in the afternoon or after "Network/Network". But the necessary rescreening rights still had to be negotiated.

The Star Thursday February 13 1986

Business Day

THE NATIONAL NEWSPAPER FOR DECISION MAKERS

Tutu criticises media over biased, distorted reporting

326 10/2/76

THE Bishop of Johannesburg, the Rt Rev Desmond Tutu, yesterday criticised the media, especially SABC-TV and radio, for biased and distorted reporting on the anti-apartheid struggle. He said that in a pastoral letter read out to 100 churches in the Johannesburg area, he had urged the media to report the struggle fairly and to work for justice, peace and compassion.

PETER WALLINGTON
Tutu said it was easy for many, especially whites, to accept at face value the conflicting reports because it "seemed to this diocese" that the media was "biased". But he urged the media to report the struggle fairly and to work for justice, peace and compassion.

On violence: Tutu said he had always rejected violence as evil, both the violence of those who oppress and the violence of those who are oppressed. He pointed out the Church had taught the doctrine of a just war and, when he said that, he was speaking of the violence of the oppressor. He said that the Church would be justifiable to use violence to overthrow apartheid, it was a repetition of the violence of the oppressor. He said that the Church was teaching from the lips of St Augustine.

On self-targeting: "All I was doing talking about school buses and mortar shells was to show possible horror of a full-scale war," he said. "I was giving a warning to the Church." He said that he had told his friends overseas that he was not a pacifist, but that he was a just war theorist. He said that he was not a pacifist, but that he was a just war theorist. He said that he was not a pacifist, but that he was a just war theorist.

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