



News for Africa



70 years of broadcasting



World cup x 2



Covering the DRC election

**SABC
NEWS**



Africa's News Leader

Rising stars

She was recently named The Media/MTN "Rising Star". She is under 30 and co-hosts one of the country's most influential current affairs shows. Matabello Motlaung chats to Nikiwe Bikitsha, presenter of AM Live on radio and Interface on TV.

I used to watch reporters on CNN and BBC and say 'that's what I want to do', says the co-presenter of morning news show *AM Live* on SAfm.

"But the first thing you have to remember is that it's not about you," adds Bikitsha. When it comes to interviewing, she says: "The trick is to keep on pushing and pushing and you will get more out of a person that way than when shouting at them and getting embroiled in a screaming match."

Bikitsha (28) broke into broadcasting when she joined commercial radio station Cape Talk in 1997.

She was one of the first journalists on the scene at the Planet Hollywood bombing in 1998 and covered the incident for international networks such as BBC and CNN.

In 2002, she was approached to co-host *AM Live*, arguably the most influential current affairs programme in the country, with veteran John Perlman.

"I have learnt a lot from working with John," she says. "He has been my mentor for the past two years."

Bikitsha, who also hosts SABC3's current affairs programme *Interface*, says one of the joys of her job is being part of history when reporting on major stories such as the rape trial of Jacob Zuma.

Bikitsha says she sorely misses field reporting and being the first to break a story. "I miss the adrenaline that comes with being the first person at a scene, the thrill of being able to tell people what has just happened. I think my passion for breaking stories has grown over the years," she says.

Bikitsha would above all like to interview President Thabo Mbeki, who she describes as intriguing.

"Of course I would ask him about the challenges he faces, but what I am most interested in is him as a



person. Not much is known about that."

Commenting on the recent attacks on the media by Zuma and his supporters, Bikitsha says it is unfortunate that the role of political journalists is often misunderstood.

"I don't think journalists should shy away from commenting on things, but all the time remembering that it's not about them."

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Siki Mgabadeli presents a business programme on TV every week day during the 1pm bulletin and she then goes on to do the Market Update on SAfm from 6 to 6.30pm on radio. Then on Saturdays she hosts AM Live, the current affairs programme.

Her days must be very long and full of hard work? She laughs: "I'm doing what I love doing and it doesn't feel like work. I get to talk to people I would never meet otherwise."

Mgabadeli did her degree in journalism at Rhodes and it was in her final year when she took the course in economics journalism, that she realised she had hit on the subject that really interested her. An internship that year (2001) with the Summit TV business desk confirmed this.

Then Summit offered her a job and she moved to Johannesburg to work there for two years.

Moving to the SABC and taking up radio journalism as well came with ease as she had been head of talk radio for the student station RMR in Grahamstown.

Mgabadeli has been noticed for her work recently. She has won the broadcast TV category award in both the Telkom ICT Journalist of the Year 2005 awards and the Sanlam Excellence in Financial Journalism Awards 2005.

"It's a fascinating field," she says of economics journalism.

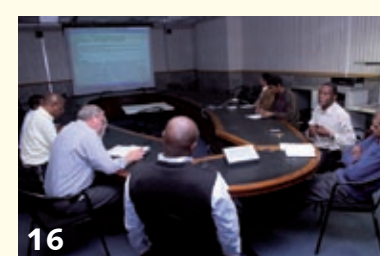
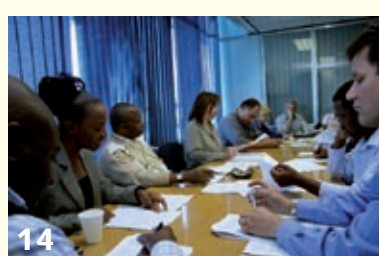
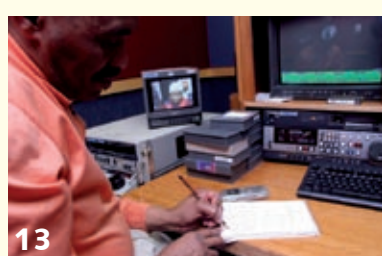
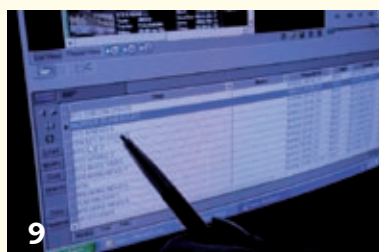
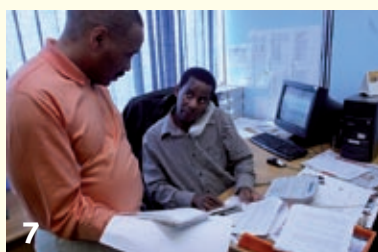


A day in the life of a news bulletin



SABC News has a hectic daily schedule. Every day on weekdays the radio service produces 253 bulletins in 13 languages. And on weekends they do another 233. Then add to that 32 current affairs shows across five public broadcast stations. Meanwhile TV produces 19 news bulletins on terrestrial channels daily and three on SABC Africa.

Pictures by Shaun Harris. www.africamoves.co.za



1. The first briefing starts on the previous day, when stories are identified. Research gets involved in sourcing the information plus issues to be reported on, and they identify news makers and news angles with journalists involved.
 - 1.1. 8:30: Second briefing, on the following day, involves the executive editors deciding on that day's stories.
2. 8:30: radio editors convene to compile a list of the day's stories.
3. The journalist is assigned a story and given all the necessary details.
4. 9:30: the journalist arrives at the scene and begins gathering the facts of the story.
5. 9:45: SABC cameraman takes external shots of the scene.
6. 10:00: the reporter and cameraman do interior shots at the crime scene and interview the victim.
7. 11:00: the journalist briefs the television editor on the story he has covered.
8. 11:10: the tape is delivered to the line record operator who makes three copies of the master tape.
9. 11:20: one copy of the master tape is transferred to the digital server.
10. 11:30: copies of the master tapes are put into boxes for collection by the different news departments within the SABC.
11. 11:10: at the same time as process number 8 happens, the journalist writes his full story.
12. 11:30: the journalist transfers the story to assignment intro ready for the editors.
13. 11:50: the journalist translates the interview from IsiZulu into English and transfers his story written in green to the server.
14. 3:00pm: the television editors meet again to decide on what is to be aired on the early evening Johannesburg news bulletins.
15. 3:00: radio regional editors meet to gather and follow up on news stories from all the regions.
16. 3:00: television regional editors meet to gather and follow up on news stories from all the regions.
17. Final control room where the news story is queued for the news anchor to present the television news (at 1:00pm, 2:00pm, 5:30pm, 7:00pm, 7:30pm and 8:30pm).
18. Television news anchor presents the day's stories.
19. Radio news presenter reads the news (hourly).
20. People get the news in their homes.



Chris Kirchhoff



Chris Kirchhoff



Chris Kirchhoff



Chris Kirchhoff

World cup x 2

The SABC has been awarded official Fifa World Cup broadcaster status for the 2010 and 2014 world cup tournaments. The deal includes free-to-air and pay-TV rights for all Fifa events during both periods.

The tournaments will be held in South Africa (2010) and a South American country still to be named (2014). This follows six months of intense negotiations in Zurich and Johannesburg led by Dali Mpofu, Group Chief Executive Officer, Chief Operating Officer Solly Mokoetle and Group Executive of Content Enterprises Mvuzo Mbebe.

Fifa President Sepp Blatter said: "Our dream of an African World Cup is now a reality. Fifa, like the SABC, is totally committed to empowering the people of South Africa and the continent in staging what promises to a spectacular world cup."

In the public interest

In the Public Interest airs on SABC 3 every Sunday at 9.30am, hosted by Lerato Mbele. The programme critically debates issues which are central to the performance of the media, such as ethics and the commercial pressures that journalists face.

Panel experts include different media stakeholders from TV, radio, Internet and newspapers. The programme also aims to also unpack and provide analysis of weekly top and breaking stories.

The programme incorporates an interactive element, with viewers' contributions in the form of views, opinions and analysis of media stories through sms, faxes and emails.

The media is essential to the functioning of an effective democracy, yet very little information is delivered in terms of the way in which they operate – such as the selection of stories, the way in which stories are constructed and the constraints under which they work.



Eight weeks, eight values, one national conversation

Heartlines, a series of eight prime-time one-hour films, kicked off across three SABC TV channels recently in an unprecedented campaign aimed at capturing the heart of the nation under the rallying cry: "Eight weeks, eight values, one national conversation".

The films each focus on one of eight key values: grace, responsibility, forgiveness, perseverance, self-control, acceptance of diversity, compassion and honesty. This series aims to harness the power of telling stories that emphasise the core values that connect all South Africans. It is hoped a national conversation will be sparked on values, the aim of which is to move people from professed values to lived values, as a way of addressing some of the key issues South African society faces – HIV/Aids, racism, corruption, violence and greed.

"We hope *Heartlines* will generate a national conversation that involves community leaders, teachers, students and South Africans from all walks of life. We are positive that it will influence the way South Africans talk, think and

address issues in our society. Through *Heartlines* we are fulfilling one of our goals as a bank and that is to be a great company helping to create a better South Africa," says Michael Jordaan, CEO of FNB, which has sponsored the making of the films.

SABC CEO Dali Mpofu says: "Part of the public broadcaster's role is to spark, promote and facilitate public discourse on issues of national and public importance."

"If we believe that changed hearts can lead to changed behaviours, then such a vision is not only worth striving for, but becomes imperative. One intervention can inspire change in a nation," says Rev Mvume Dandala, who heads the All Africa Conference of Churches, who is the patron of *Heartlines*.

The series has been endorsed by the Moral Regeneration Movement, the National Religious Leader's Forum, the Religious Broadcasting Panel of the SABC, the South African Council of Churches, the All African Conference of Churches, Archbishop Desmond Tutu and Chief Rabbi Warren Goldstein.

70 years of broadcasting

In 1936 an Act of Parliament created the South African Broadcasting Corporation. Radio was first revealed to the public at the Great Empire exhibition and radio was first broadcast from Johannesburg on 1 July 1924. Later that same year two radio stations were established in Cape Town and Durban. The three stations formed the African Broadcasting Corporation.

This entity was dissolved in 1936 to create the South African Broadcasting Corporation. By December 1937 there were 209 people working for the new corporation.

The first commercial station – Springbok radio – was started in the early 1950s and radio entertainment was aired through shows, dramas and comedies.

The 60s saw the establishment of regional stations in the Cape and Natal, Radio RSA began to broadcast as an official world service; Radio LM in Mozambique was taken over and renamed Radio 5 (now 5fm); and three language-based stations were created (isiSwazi, isiNdebele and Radio Lotus).

On 5 January 1976 the country got TV: no adverts and 37 hours a week of programming in English and Afrikaans. The

first advert was screened on 1 January 1978. In protest against apartheid the British Actors' Guild banned broadcast material from Britain on South African screens, a ban which lasted until November 1993.

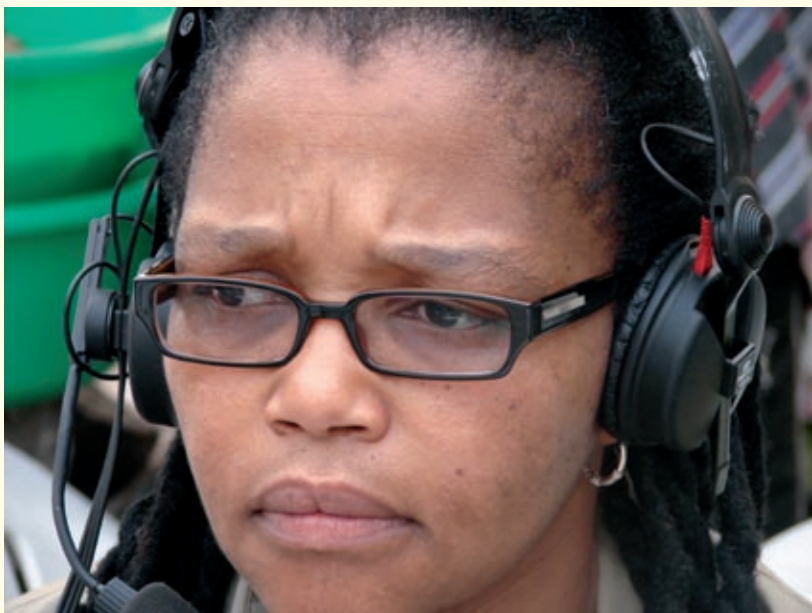
In 1982 TV programmes were broadcast in isiZulu and seSotho for the first time and Radio Metro (now Metro FM), aimed at the black middle classes, was established.

The 90s saw great political upheaval and the SABC got its first democratically-elected board in 1994 with Zwelakhe Sisulu as its first group chief executive.

Today the SABC consists of a public broadcasting service (in nine indigenous languages) and a public commercial service mainly in English, catering for urban and up-market audiences. Radio, the leading source of information, reaches 90% of South Africans. But four million South Africans do not have access to broadcasting.

The SABC is planning to flight two new regional stations and eight new radio stations by 2008.





Safm sent a small team to cover the DRC elections – Tsepiso Makwetla (presenter) and Thandanani Dlamini (executive producer). On election day, 30 July, they did a dual broadcast on the weekend *AM Live* programme from 6am to 9am. Steve Lang, head of current affairs for radio, anchored the show in Auckland Park and Makwetla operated as Kinshasa anchor. “It worked rather well,” said Lang.

The team in Kinshasa was photographed by Jenine Coetzer of Channel Africa.

The SABC in the DRC

by Rapiitse Montsho
General Manager of News Resources

The SABC’s reporting on the elections in the Democratic Republic of Congo needs to be understood in the context of the evolution of Africa’s foreign relations, and in particular, the role that South Africa has been tasked to play within the framework of Nepad.

For the first time in 40 years, the peoples of the Democratic Republic of Congo participated in landmark elections to choose who their president and parliamentary representatives would be.

Thirty-three presidential candidates and 9 000 parliamentary candidates stood for election.

This new beginning in the DRC unpacked the great challenges of choice between honest autocracy and corrupt politics.

The murder of Patrice Lumumba and the rule of Mobutu Sese Seko coupled with the long absence of elections in the DRC and the exclusion of the population from decision-making processes, resulted in decades of maladministration and mismanagement of the resources that could have added value to the Great Lakes region.

Logistics

For 10 days several teams consisting of 68 SABC journalists and technicians were based in the DRC to focus on the elections.

The SABC deployed the largest contingency of its staff and technology in the three main provinces of the DRC. Journalists and technical staff were sent to Lubumbashi and Goma and the main broadcast centre was based in the capital city Kinshasa.

A French news team consisted of three journalists in all three cities feeding three programmes with panel discussions, news bulletins and reviews eight times a day.

Channel Africa sent three journalists: Jenine Coetzer, reporting in English and based in Kinshasa, Amos Phago, reporting in English in Lubumbashi and Kiswahili-speaker Maximilian Bushoke in Goma.

Licences to broadcast had to be sought and paid for from the Congolese authorities.

Technology

Radio and TV-gathering capacity was via cutting-edge technology, with portable satellite contribution systems recently purchased to enable more “live” streaming of bulletins. This IPT suitcase also offered the opportunity for journalists to log onto the Newstar for their scripts from a remote location. The Swe-Dish also provided the ability to communicate into MCR from a remote location while at the same time backhauling video and audio into South Africa via the satellite.

The general list of requirements looked like this: Newstar workstations; satellite phones, cellphones with roaming capabilities; faxes; printers and boxes of paper; cars and furniture.

The reporting

Radio reporting – reaching 22 million South Africans – was able to cross every hour with the latest Marantz recorders and used the B-Gen for streaming the audio from all the locations in the DRC.



Heart of Africa

Formerly known as Zaire, the Democratic Republic of Congo is Africa’s third largest country and covers more than 2.3-million km². The Congo got its independence from Belgium in 1960 but its first democratically-elected president Patrice Lumumba was murdered. Army chief Mobutu Sese Seko seized power in a 1965 coup and ruled until 1997. After war and unrest wracked the DRC, Laurent Kabila ousted Mobutu and changed the country’s name from Zaire to the DRC. Kabila was shot dead by one of his bodyguards in 2001 and succeeded by his son Joseph.

Television had a make-shift studio that was specially branded for the DRC elections. This infrastructure provided the immediacy we needed to give reporting which sought to get all stakeholders in the election to participate and present their views.

The Internet service, SABC.com, was able to attract over one million hits during the elections, enabling users to obtain up-to-date information from anywhere in the world. The website was fed with regular updates from radio and TV reporters in the DRC with additional sources.

On News Break 082 152, breaking news updates as they came in from SABC reporters in the DRC, were available.

Stories

Key commentators such as the head of the South African delegation to the DRC, Deputy Minister

DRC's first elections in 40 years



Staff logistics

Location	No of staff
Kinshasha	46
French	1
News Resources	12
Radio	4
Channel Africa	1
TV	7
Air Time	21
Goma	13
News Resources	4
Radio	4
Channel Africa	1
TV	2
Air Time	2
Lubumbashi	14
News Resources	5
Radio	2
Channel Africa	1
TV	2
Air Time	2



Mluleki George, gave us the opportunity to present the current status of the elections from time to time.

The use of French in the DRC became one of the important factors our journalists had to deal with. As well as the usual range of stories (history and context, SA-Congo relations, parties contesting, economic issues, tensions, hotspots and security) the team also looked at the readiness of the peoples of the Congo for the elections, the situation the Independent Electoral Commission came into, to hold and adjudicate the elections, and the ever-daunting question of the role of the media during the election.

Provision had to be made in case breaking news events interrupted the planned programming – in this case SABC Africa was used to cope with this.

On election day – 31 July – all news bulletins were extended to an hour with special focus on the DRC.

The majority of the staff departed on 2 August by chartered plane, leaving Njanji Chauke and Miranda Strydom and camera operator Thabo Modise (TV) and Adele van Niekerk and Dumisani Nkwamba (radio) to continue to cover the vote counting process. Journalists and infrastructure were committed to the Congo until 25 August.

Group Executive of News, Snuki Zikalala, was also involved with the team during the reporting on this historic occasion for the people of the DRC.

SABC NEWS IS AFRICA'S NEWS LEADER. ASK CNN.

This year the CNN Multichoice African Journalists Awards attracted 1500 entries from 43 countries throughout Africa, and two SABC News journalists each received an award. Independent proof that SABC News has the will and the talent to bring you credible, quality news.

Congratulations Sandy McCowen, SABC TV News Reporter.
Winner of TV General News Award for her piece on male-rape.

Congratulations Jacques Pauw, Special Assignment Producer.
Winner of TV Features Award for his feature on illegal immigrants and their bribery of corrupt South African Police officials.

