



SABC Presentation to the  
Portfolio Committee on the Improvement of  
Quality of Life and Status of Women

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The business of a Public Broadcaster is not only to reflect its community but to shine a light on social issues... in search of common solutions.

### *Gender Violence A Global Strategy for a Universal Problem...*

The SABC has developed a broad-based strategy that seeks to combat the problem of violence and abuse against women and children by raising awareness, informing and educating the public through a multi-pronged strategy across platforms.

Combining the power of story telling with training and development helps the broadcaster get this message across by involving audiences to tell their own stories in their own voices.

For the past few years, the SABC has embraced the 16 Days of Activism Against Gender Violence concept which is an international campaign originating from the first Women's Global Leadership Institute in 1991. Participants chose the dates, November 25, International Day Against Violence Against Women and December 10, International Human Rights Day, in order to symbolically link violence against women and human rights and to emphasize that such violence is a violation of human rights. This 16-day period also highlights other significant dates including December 1, which is World AIDS Day.

The 16 Days Campaign has been used as an organising strategy by individuals and groups around the world to call for the elimination of all forms of violence against women by:

- \* Raising awareness about gender-based violence as a human rights issue at the local, national, regional and international levels
- \* Strengthening local work around violence against women
- \* Establishing a clear link between local and international work to end violence against women
- \* Providing a forum in which organizers can develop and share new and effective strategies
- \* Demonstrating the solidarity of women around the world organizing against violence against women
- \* Creating tools to pressure governments to implement promises made to eliminate violence against women

The national broadcaster is currently mobilising local and international partners to drive the same kind of concentrated effort to fight for the rights of abused children.

Any nation that fails to invest in it's very young is building on an insecure foundation and cannot expect to produce a strong nation that will take it's place amongst the nations of the world.

The aim of the broadcaster is to carve a place for South African children within national broadcast services in order to contribute to nation building, democracy and development of society.

## Introduction to the Content Hub

In 2002 a thorough review of the SABC's content business was initiated by management. One of the key findings was the discovery of a number of weaknesses in the previous management of content which led to the establishment of the Content Hub, which has been in operation for the past 15 months.

The Content Hub, weaves creative solutions that embrace the democratic values of our constitution, that is: enhancing and protecting the fundamental human rights; strengthening the cultural, political, social, and economic fabric of South Africa; and encouraging fair competition and provide services and programmes for all. Our programming is also informed by the pillars of our constitution; freedom, equality, human dignity and human rights, and of course prioritising abuse against women and children.

## Vision, Mission & Editorial Line

### **Vision**

Weaving Universal Dreams, Celebrating African Stories

### **Mission**

To be Africa's innovative centre of excellence procuring globally competitive local content using multiple sourcing methods, specialist skills, state-of-the-art technology and driven by editorial rigour

### **Editorial Line**

Celebratory, Diverse, Entertaining, Informative, Educative, Inspirational, Engaging and Unifying



## The SABC's Position

Our Human Rights are firmly protected and enshrined in our Constitution and yet as a society we continue to violate these rights, especially when it comes to the rights of women and our most defenceless and vulnerable members of our society, our children. As a Public Broadcaster, the SABC is vehemently opposed to the increasing scourge of abuse of all its citizens.

The SABC realises the power of the electronic medium in shaping and influencing perception and we therefore acknowledge and accept our enormous responsibility in ensuring that we broadcast images and stories that do not perpetuate the intolerable levels of violence and abuse against women and children in South Africa.





## The SABC's Position

As a country we need to start examining our social values. Mothers and fathers especially, need to re-look at how they raise the boy child. We need to go back to our old cultural values where boys are taught to respect and protect girls and women, they need to be sensitised on gender issues. We need to start seeing Men as agents of change to no violence against women and children.

As a PBS it is our mandate and intention not only to be reflective of the needs and wants of the public but to also raise awareness around these issues, and model desired behaviour at every instance. We need to continue to reflect the nation on the move towards wellness, dignity and self actualisation. This stance, we hope will begin to curb the unacceptable levels of violence, abuse, child trafficking and child pornography. Our programmes need to continue to showcase how other people and communities around the world are dealing with these social anomalies. The SABC need to be the finger on the social and political pulse of the nation.

## The SABC's Position

For South African citizens to change their perceptions towards the legal and justice system, the electronic medium can play a role in releasing regular statistics on law cases and convictions so as to give the general public a sense that the justice system is indeed working as reflected in programmes like:

**Solving it 3** – A documentary series that shows our investigative and law enforcement officers using the latest forensic technology and expertise to foil the devious intent and deeds of criminals.

**Rights and Recourse** – a daily live show that seeks to showcase laws and the legal system in practice.

## What informs our framework

- \* The Broadcast Act of 1999
- \* The Broadcasting Charter
- \* ICASA regulations
- \* SABC Corporate Goals
- \* SABC Editorial Policies
- \* The UN Convention of Rights of the Child
- \* African Charter on Children's Broadcasting
- \* Educational Policies related to children and the media

## Our Approach

- \* Multi-disciplinary / multi-platforms / multi-faceted / multimedia
- \* Holistic and integrated approach to violence and abuse
- \* Interactive and co-creative
- \* Multilingual and multicultural
- \* Outreach orientated
- \* Collaborative with diverse stakeholders and specialists
- \* Positive role modelling
- \* Social action campaigns across all age groups
- \* Utilises global platforms to enhance messages (e.g. 2010; African HIV Summit; 7<sup>th</sup> Annual World Summit on Children)
- \* Targeted messaging

## Editorial Values

Empowering through training and development across the production value chain to tell stories that are:

- \* Effective
- \* Authentic
- \* Multilingual
- \* Interactive
- \* Ground breaking
- \* Compliant
- \* Inclusive
- \* Diverse

## Key Success Factors

- \* Thorough research (formative and summative)
- \* Sustained communication
- \* Weaving messages naturally across genres and platforms
- \* Multilingual and authentic voices
- \* Coherent and consistent advocacy
- \* Pushing boundaries
- \* Provoking dialogue
- \* Offering diverse stories
- \* Governed by regulations and policies that protect the rights of all individuals
- \* Availing adequate resources
- \* Engaging specialists and audiences

## Execution Vehicle: Children

### Soul Buddyz

A multimedia (print, radio, web and outreach) drama series for children (9-12) that addresses violence and child abuse – we role model behaviour through drama and then show corrective behaviour.

### Buddyz on the Move

A reality magazine programme that actively follows up issues resulting from the drama programme in various communities.



## **Execution Vehicle: Children**

### **Thetha Msawawa**

A drama on constitutional rights addresses violence and child abuse.

### **World of Winners and YoTV**

Live shows where we have discussions on relevant issues including gender violence and child abuse.



## Execution Vehicle: Children

### Zonke Rules

A magazine programme that looks at different issues which include gender violence and child abuse.

Overall objective: Minimise the level of violence and sex scenes in programmes

## Execution Vehicle: Religion

The issue of women and child abuse is dealt with in all our programmes and we have found that even though some might be worship driven programmes, important testimonies and stories are reflected that share journeys of triumph against adversity and difficulty.

Whilst the moral edutainment talk shows carry many socio-driven issues, the multifaith and faith-specific magazines also cover issues on women and children

## Execution Vehicle: Religion

- \* The Big Question
- \* Chatroom
- \* Spirit Sundae: inserts and talk
- \* Looking in Looking out... (Hindu/Jewish)
- \* Awakenings (Islam/AR)
- \* Gospel Gold-Checkers Shoprite Women of the year and gospel concerts that raise awareness of women abuse etc.
- \* CRUX- Christian magazine on SABC 1--many inserts dealing with issues on women, their role etc, abuse and how the church deals with these matters, etc.
- \* 3:16 -Christian magazine on SABC 2-inserts, profiles, testimonies.
- \* Free Spirit-inserts on abuse and healing -women who have come thru difficulty etc and how they have coped through meditation, and other forms of healing
- \* All DEVOTIONS, Aum, Compass, Reflections of Faith, Izwi la Bantu, Journeys of Inspiration, Bethesda, Op Pad carry messages on healing, wisdom, etc and raise very strong awareness of Activism on women's issues

## Execution Vehicle: Factual

### Our Own Voices Project (2006 16 Days Project)

This is a R3-million showcase project that epitomises our approach.

It is Advocacy for change around gender violence in South African society as told through the highly personalized experiences of young women across the country.

The uniqueness of this production is informed by the participation of the young women at all levels of producing this programme. The young women will inform and help to define the content of the films and stories in pre-production, be involved in production, post-production and in monitoring the impact of the programme in the communities they come from.