

Execution Vehicle: Factual

The main objectives of the Project are:

- * To highlight the need to develop capacity to deal with gender violence around South Africa
- * To raise the awareness of viewers about the support and services that are available
- * To look at service delivery and rights violations in relation to gender violence
- * To reflect and develop communities capacity to support vulnerable young people
- * To develop an innovative and informative series of TV programs to tie in with local and international campaigns on violence against women and children
- * To combat and prevent gender violence in communities around the country
- * To develop a group of young people with media literacy and production skills, and to extend their life skills, thereby developing their capacity as individuals and giving them sustainable training... So that they could be change agents in their communities.

Execution Vehicle: Factual

The Feminine Series (2005 16 Days Special Project)

The aim of this initiative is to empower women film makers, as all the crew involved in this project were women, and to tell the stories at the heart of womanhood... especially being a woman in present day South Africa. The five-part documentary series allowed both men and women to hear themselves and about themselves.

This was one of the projects that pioneered the Content Hub's strategy of developing content that is empowering both on and off screen.

Execution Vehicle: Drama

Violence against women is an issue that Drama has been exploring in its various forms and manifestations. The complexities of violence and / or abuse against women are addressed in Drama and we try wherever possible to illustrate mitigating circumstances that affect the gradual unraveling of relationships due to socio-economic stressors, poverty, alcohol abuse, emasculation, displacement and dislocation in our emerging democracy.

Execution Vehicle: Drama

Examples of programming that does this include:

- * Home Affairs
- * Mzansi
- * Zone 14
- * Generations
- * Muvhango
- * Isidingo
- * Soul City
- * Hard Copy
- * Hillside
- * Mtunzini.com

In development:

- * One Way
- * Society
- * Shreds and Dreams
- * A place called Home
- * The Cut
- * Sessions

Execution Vehicle: Drama

We try to avoid simplistic stereotyping and we counter these with positive images of relationships and family units that support functional relationships and enhanced constructive family units:

- * Nomzamo
- * Soul City
- * Muvhango
- * Hard Copy
- * Isidingo
- * Generations

In development:

- * Family Bonds
- * '76
- * Society

Execution Vehicle: Reversioning

Shift is a live programme that offers information, knowledge and skills that the youth and adult South Africans need for effective participation in the economy. It promotes the drive for life-long learning, and foster tolerance and understanding of one another's cultures. This programme is designed to enable the people at home to take informed decisions, encourage critical thinking and impart problem solving skills. The major themes covered centre around health, entrepreneurship, culture and heritage, current affairs and life skills. Shift deals a lot with issues of gender-based violence as well abuses of all forms. The programme allows for immediate interactivity in that viewers can call in live and get answers to their questions posed to experts invited. Shift hit SABC 1 screens in September 2005 and from 21 March 2006, the programme was extended to an hour. It is broadcast daily from 13h00 – 14h00.

Execution Vehicle: Reversioning

A Talk Show for Children

A first of its kind in South Africa, the programme will focus on affirming and empowering children struggling with the dynamics of growing up in a pressurised society. The talk show is scheduled to go on air in July 2006 once a week on SABC 3.

Examples of issues to be covered

- * Love
- * Rights
- * Abuses of all forms
- * Conflict resolution
- * Solidarity
- * Death and dying
- * Diseases
- * Disability
- * Role Models
- * Divorce
- * Bullying and teasing
- * Child headed homes
- * Sex & Incest

Execution Vehicle: Reversioning

Right to know

This is a series which is currently on air on School TV. It specifically deals with the rights and responsibilities of children. The series aims to educate and empower children on their rights and gives them ideas and tools on how to ensure that their rights are respected.

KNR (Kids News Room)

A News & Current Affairs programme looking at News from a child's point of view. The SABC's children's news and current affairs programme, KNR, broadcast every Friday on SABC2 at 16h00. The Children's programme award is for high quality, innovative programmes for children that educate and entertain. At the recently held CBA awards in India, the programme won three Highly Recommended award in the Outstanding Children's Programme category. From 21 March 2006, KNR will be broadcast daily in Nguni languages at 16h00 on SABC1. KNR regularly deals with issues around children's rights and gender-based violence.



Execution Vehicle: Reversioning

Partnership between Free Voice and SABC

Free Voice, a Netherlands-based media organisation and the **SABC** have the intention to cooperate in expanding children's television news across Southern Africa. Free Voice with its programme KNN, wants to build capacity, coordinate and finance the expansion of children's news rooms throughout the world in general and in Southern Africa in particular. KNN has assisted SABC in 2004 and 2005 to set up its very successful television program, KNR (Kids News Room), which has been fully financed and continued by SABC from November 2005 on.

SABC, after being successful themselves, are proud to act as a partner for Kids News Network to further implement children's news room in Zambia. In this partnership which is governed by a memorandum of understanding, Free Voice's role will be that of coordinator, capacity builder, trainer of trainers and/or financier in setting up children's news rooms in Zambia and coordinator of the mutual exchange between countries of communication about these programmes.

SABC's role will be that of trainer, advisor and coach for partner organisations in setting up children's news rooms in Zambia. SABC will therefore help train, advise and coach **MUVI TV** in Lusaka in setting up children's news rooms in Zambia.

Execution Vehicle: Entertainment

Role model alternative ways of seeing the women in our midst. For example we run major initiatives like Women of the Year that highlights the major roles played by women in all sectors of society. It allows for women to imagine that all fields are open to them given that the women profiled come from all different sectors of our social fabric.

We run magazine programs that talk to the many facets of women's lives including home, work, play and our spiritual worlds. Allowing for women to see themselves away from particular paradigms inscribed for them. They are able to celebrate the many facets that make up the organic whole woman.

Execution Vehicle: Entertainment

Entertainment gives platforms to the development of talent in women. We have hosts that are women, musicians, great artists and so on. Our programming allows us to role model the achievement of women and to grow woman artists.

Within the realm of comedy we are able to play with the various constructions that society has of gender and sexuality. We create a conversation around constructions of masculinity and constructions of the female. Social conventions of behavior are questioned and thrown up for satire; many of the conventions are about the “traditional role of women.”

We also train and develop women as directors of production companies and within all of the key production skills required in the TV industry.

TV enables us to bring the world into our lounge. It allows us to experience in vivid colour, sound and movement. This exposes us to different cultures, helps us reflect on our own world and share in other worlds which is key to democracy. TV is great at carrying simple but powerful and dramatic stories. It engenders high levels of empathy and evokes atmosphere through sound and pictures.

Learning is about learning abstract content, complex concepts, detailed argument and cognitive skills. In other words, learning is verbal and invisible rather than visual and explicit.

Learning requires careful sequencing, conceptual layering, repetition and time to think and practice ideas. On the other hand, TV is: immediate, visual, passive and primarily a leisure medium

TV is ephemeral - miss an idea and you have missed it!!!

Challenges

- * History of tolerance of abuse
- * The media's negative portrayal of abuse
- * Varied Literacy levels
- * Diverse socio-economic levels
- * Universal access to education and entertainment is limited
- * Limited resources
- * Women's stories are told by men and children's stories are told by adults
- * Quality of storytelling is still uneven

- * Sustain comprehensive integrated storytelling
- * Establish panel of experts
- * Drive advocacy campaigns
- * Develop programmes that drive social action
- * Become agents of change
- * Mobilise resources for consistent and frequent messaging
- * Extend messages to sport programming
- * Ensure interaction with audiences via programming and then ensure that the story tellers become change agents in their communities
- * Aggressive training for commissioning editors and film industry
- * Forge strategic partnerships

Conclusion

SABC is committed to the well being of every women and child.

All children and women, regardless of circumstances, are vital to the preservation of a vigorous democracy.

For women and children to be active participants in society we must meet all their basic needs. We must nurture them through the full active participation of families and the broader community, including neighbourhoods, schools, business, faith communities and government.

When women and children realise their potential and fulfill their dreams, our communities flourish and we are enriched beyond measure.