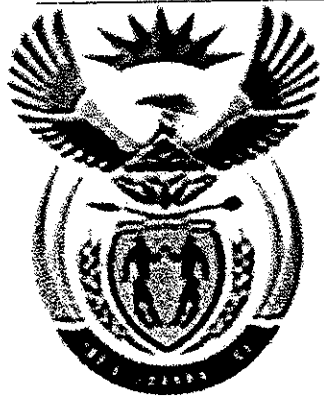


# mda

MEDIA DEVELOPMENT & DIVERSITY AGENCY



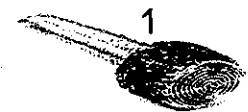
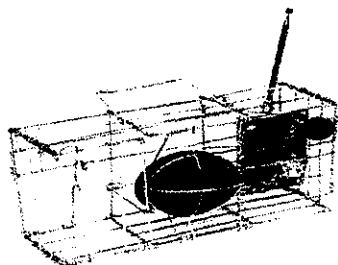
## Presentation on transformation and diversity of Print Media Indaba



21-22 September 2011



Vuka Sizwe!



# Background, Context and Legislative basis

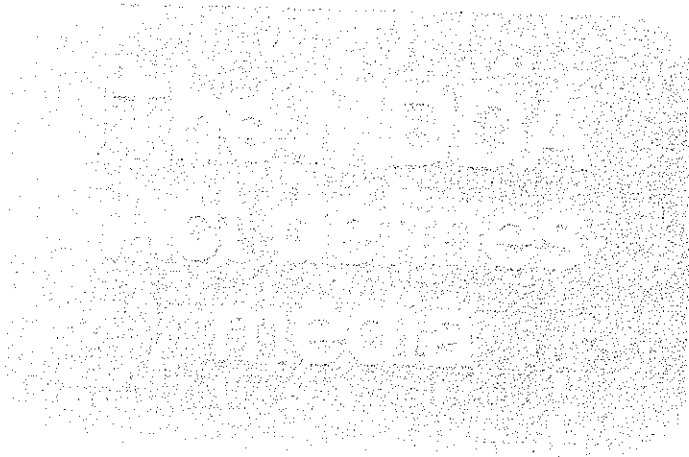
- provides for the freedom of expression and access to information.

- establishes a statutory body called the MDDA.

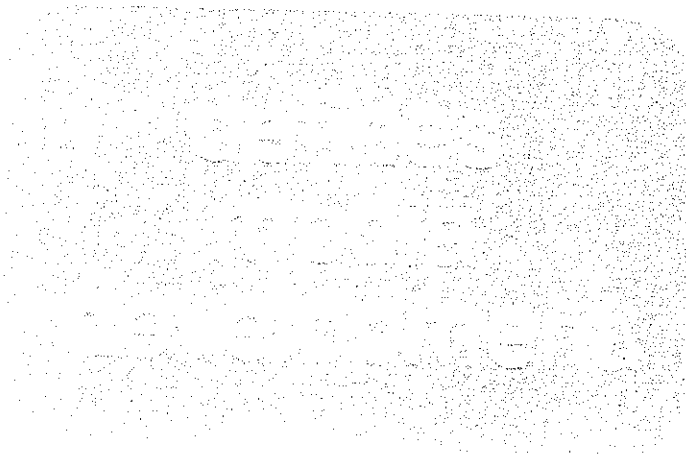
# Background, Context and Legislative basis

The MDDA is entrusted with the responsibility of promoting media development and diversity in S.A. by (amongst others) providing financial and other support to community (non-profit) and small commercial media projects.

# Background, Context and Legislative basis



- as all forms of mass communication, including printed publications, radio, television and new electronic platforms for delivering content.



- as the development of the media environment and infrastructure, so that historically disadvantaged communities and persons have access to the media as owners, managers, producers and consumers of media.

### **Vision**

"Each and every SA citizen should have access to a choice of a diverse range of media"

### **Mission**

"A development Agency that will assist in building an environment where a diverse, vibrant and creative media flourishes and reflects the needs of all South Africans"

### **Mandate**

- **CREATE AN ENABLING ENVIRONMENT FOR MEDIA DEVELOPMENT AND DIVERSITY WHICH REFLECTS THE NEEDS AND ASPIRATIONS OF ALL SOUTH AFRICANS**
- **REDRESS EXCLUSION AND MARGINALISATION OF DISADVANTAGED COMMUNITIES AND PERSONS FROM ACCESS TO THE MEDIA AND THE MEDIA INDUSTRY**
- **PROMOTE MEDIA DEVELOPMENT AND DIVERSITY BY PROVIDING SUPPORT PRIMARILY TO COMMUNITY AND SMALL COMMERCIAL MEDIA PROJECTS**

# OBJECTIVES OF THE AGENCY IN TERMS OF THE ACT

1. To ensure that the public has access to the information that is held by the public authorities.

2. To ensure that the public has access to the information that is held by the public authorities.

3. To ensure that the public has access to the information that is held by the public authorities.

4. To ensure that the public has access to the information that is held by the public authorities.

## APPROACH

### Financial and non-financial support

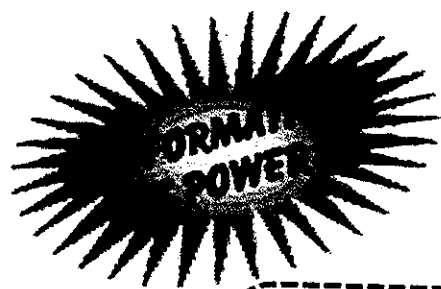
The provision of grants and subsidies – both to individual media projects and to create an enabling environment for media development and diversity

Leveraging resources and support through technical assistance

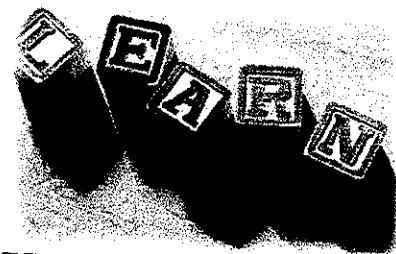
Conducting and funding research

Facilitating capacity building

Advocacy for media diversity



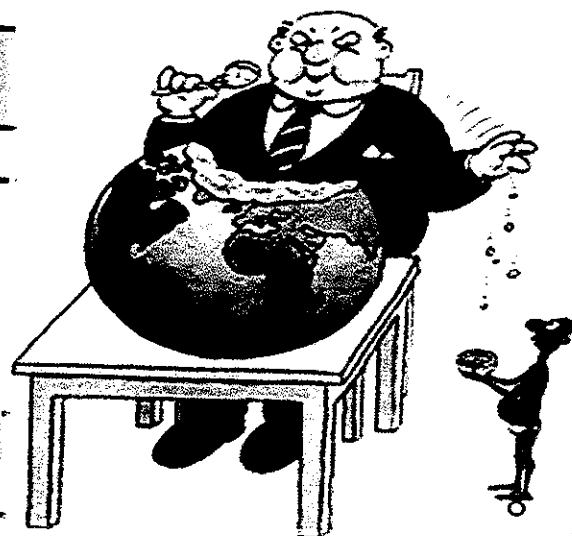
# INTRODUCTION



Information and knowledge are at the very core of socio-economic development

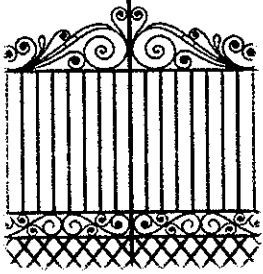
capacity to learn (and unlearn) is crucial to socio-economic success

Risk of reinforcing prevailing socioeconomic inequalities





# BACKGROUND

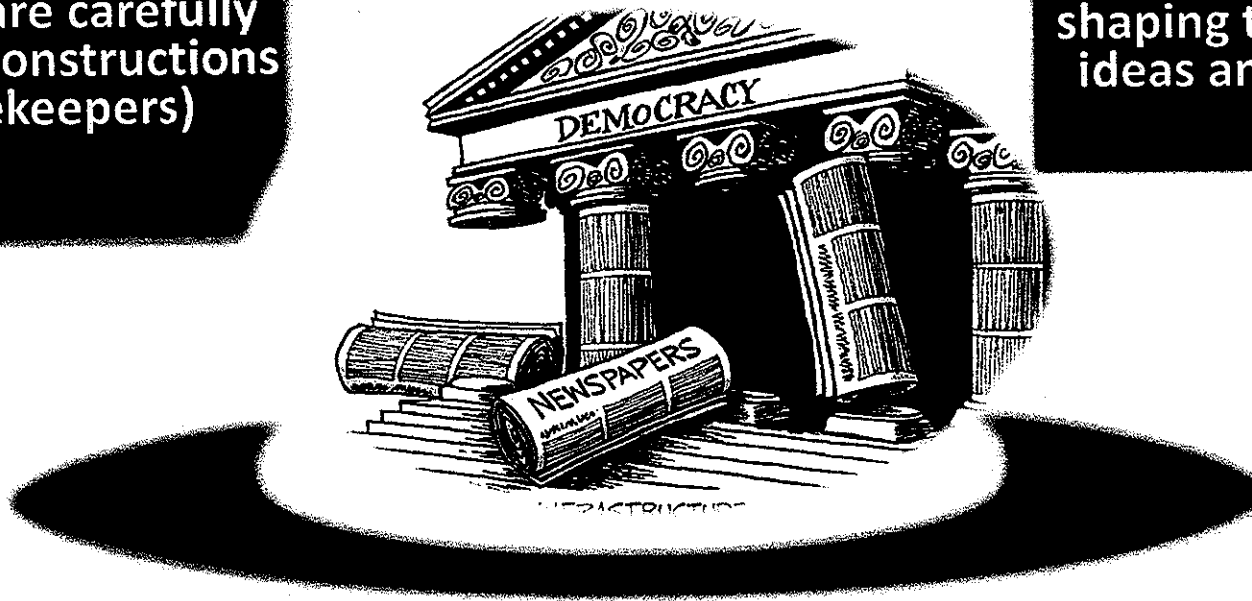


Capacity of Media to reach a mass audience



Media are carefully  
crafted constructions  
(gatekeepers)

Media are influential in  
shaping the attitudes,  
ideas and behaviors



# INTERNATIONAL STDS ON MEDIA PLURALITY AND DIVERSITY

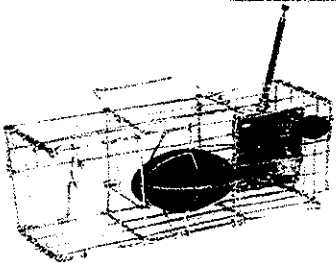
**Diversity** refers to the variety of diff. programmes, publications & services available whereas **plurality** is about the choices that people can make between different providers of those services.

Characteristic of democracies to ensure that media do not transgress much needed boundaries

Inter-American Court: "It is the mass media that make the exercise of freedom of expression a reality. This means that the conditions of its use must conform to the requirements of this freedom...."

# Introduction

- The media industry can be broadly categorized into four distinct sub-sectors:
  - *Broadcast Media - Radio and Television (free to air and subscription),*
  - *Print Media - Newspapers, Magazines, etc.*
  - *New Media - Online Media ( Internet) and mobile phone media, and*
  - *Outdoor Media – Billboards (static and Mobile)*

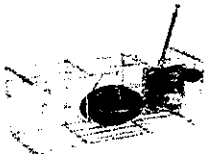


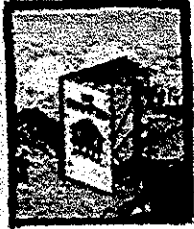
# Introduction

Freedom of speech, access to information and a free media are enshrined in the Constitution and the media currently operates in an environment free of oppression, persecution and the repressive legislation which sought to restrict and control the media previously.

The Constitution protects and provides for the freedom of the media, freedom of expression and access to information.

This is further supported by the legislative framework giving effect to the Constitution, including the Broadcasting Act of 1999, Independent Communications Authority of South Africa Act of 2000, Access to Information Act of 2000, Media Development and Diversity Agency Act of 2002, Electronic Communications Act of 2005, Promotion of Administrative Justice Act including Chapter 9 of the Constitution which sets up institutions to support democracy.





## 'PUBLIC INTEREST' DEBATE

Constitutional  
guarantee of media  
freedom



Journalistic  
privilege

RIGHTS



RESPONSIBILITIES

# Introduction

The democratic Parliament, having regard to the COMTASK report 1996, recognized the exclusion and marginalization of disadvantaged communities and persons from access to the media and the media industry.

Parliament then resolved in 2002 to establish the Media Development and Diversity Agency (MDDA) in partnership with the major print and broadcast media industry, to help create an enabling environment for media development and diversity that is conducive to public discourse and which reflects the needs and aspirations of South Africans.



## To illustrate the points using a body of evidence based Research reports

A number of research reports provides basis for the understanding of the media landscape and the discussion before Parliament:

In the financial year 2008/9, the Media Development and Diversity Agency (MDDA), commissioned Z-Coms to conduct research on the **trends in ownership and control of media in South Africa**.

In the financial year 2008/9, the Media Development and Diversity Agency (MDDA), funded a research project focusing on **how race, racism, migrants and xenophobia (including ethnicity) are represented in the community and small commercial media**, undertaken by Media Monitoring Africa (MMA).

In 2007, Gender links published a report, **Mirror on the media – gender and advertising in Southern Africa**.



## Research Reports

In the financial year 2005/6, the Media Development and Diversity Agency (MDDA), commissioned Editorial Assignment to conduct research on **Distribution (including sales) and Printing Costs affecting the Small Commercial and Community Print Media Sector in South Africa.**

In October 2009, the Media Development and Diversity Agency (MDDA) jointly with Independent Communications Authority of SA (ICASA), South African Broadcasting Corporation (SABC), Commission for Gender Equality (CGE) and SA Human Rights Commission, convened a **dialogue into transformation, gender and the media.** A report was then published.

In 2007, Gender links also commissioned a study on the **gender and media progress study, gender and advertising.**

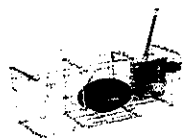
Some studies include **"Who talks on radio talk shows and Who makes the news"**, an analysis of the 2005 Global Media Monitoring Project (GMMP),



## Research Reports

In the financial year 2004/5, the Media Development and Diversity Agency (MDDA), commissioned HSRC & Media works to conduct research that provided an **overview of the participants, policy, opportunities and challenges facing the community and independent media sector in South Africa.**

The principal objective of the research was to provide the Media Development and Diversity Agency (MDDA) with new, current information, research and data to assist its rapid and effective intervention in the sector.



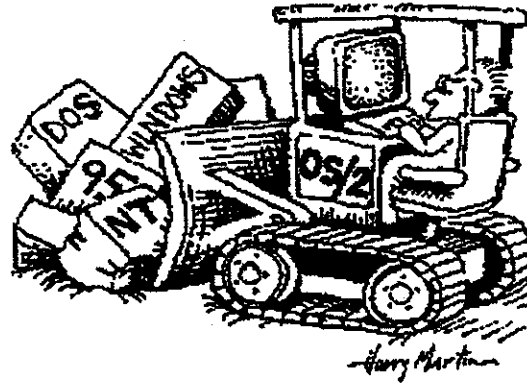
## Trends of ownership and control of media (2009)

This was intended to assist the Agency in its pursuit of the mandate enshrined in Section 3 (b) (i) of the MDDA Act which requires that the MDDA in giving meaning and effect to Section 16 (1) of the Constitution Act No. 108 of 1996, encourages the ownership and control and access to media by historically disadvantaged communities as well as by the historically diminished indigenous language and cultural groups.

The main objectives of the research were *inter alia* to take stock of the number of print and broadcast media in the country on a national, provincial and district municipality basis and to assess the extent to which the previously disadvantaged communities are taking up ownership and control.

# MEDIA OWNERSHIP

POLITICAL,  
CULTURAL  
AND  
ECONOMIC  
SPACE



CONCENTRATION  
OF MEDIA  
OWNERSHIP  
**BULLDOZING**

Four print media groups whose editorial comments all read the same cannot be the best that democracy has to offer South Africans.

## Trends of ownership and control of media (2009)

- The following question was the guiding premise of the research and still remains relevant today:

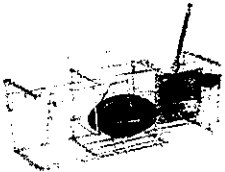
**To what extent has the print media industry transformed?**

- Answering the question depends on how one defines transformation. research undertaken for the Media Development and Diversity Agency(MDDA) focused on the lack of black ownership in the industry, and on this level the print media are not doing well at all.
- Transformation of print media ownership is happening at a snail's pace, transformation of ownership in the media sector requires more focus



## Trends of ownership and control of media (2009)

- According to the 2009 records (MDDA research), Print media assets are still owned largely by the four major media companies -- Naspers, Caxton, Independent News Media and Avusa - whose historically disadvantaged individuals (HDI) ownership is below 26%,
- The area where the industry is really vulnerable to attack for lack of transformation is ownership: the only group that has significant direct black ownership is Avusa. Caxton/ CTP and Independent Newspapers have a 0% black ownership.



## THE CURRENT STATE OF THE MEDIA -- CLIMATE ASSESSMENT

The broadcasting industry in South Africa is relatively open and reflects the country's diversity in respect of languages (as all eleven official languages are represented, at least in radio) and content in general.

However, English is the most commonly used language, more so in print media and television.

The media and broadcasting in South Africa is guided by the noble principles of editorial independence.

The question of the degree of impact of ownership and control to editorial content remains a debatable matter.



## THE CURRENT STATE OF THE MEDIA -- CLIMATE ASSESSMENT

But the legislative framework that exist promotes diversity in all spheres, from ownership, control, management, newsroom, sources of information and therefore diversity of views and opinions.

According to the MDDA Media Ownership Trends research of 2009 - radio is the most accessible medium of communication, with 94.1% of the adult population having access to radio.

The report identifies Avusa, Caxton / CTP, Naspers (Media24), the Independent Newspapers Group, Kagiso Media, Primedia and the South African Broadcasting Corporation (SABC) as the major players in the media landscape in South Africa.



## THE CURRENT STATE OF THE MEDIA -- CLIMATE ASSESSMENT

According to All Media Product Survey (AMPS) 2008 Television has a population reach of over 83.8%. and the number increased with approximately 2.5% to 86.3% in 2009, seeing a growth of 0.7% to total 87.0% end 2010. (saarf 2011 AMPS) .

Whereas, according to the Audit Bureau of Circulation 2008 (ABC), news papers and magazines have a population reach of 48% and 40% respectively. In 2009 the numbers rose to 62.4% and 47.8% respectively. Showing a year on year increase in 2010 the circulation and readership count saw an increase of 64.9% and 50.3%.

South African newspapers are presently playing a critical role as a popular media of communication, consumed regularly.

More than 5 million news papers are sold daily in South Africa. Print media is by far the largest sub-sector of media sector in South Africa (in terms of the number of titles and ownership).

They are mostly printed in English, Afrikaans and very few in the indigenous languages.



## THE CURRENT STATE OF THE MEDIA -- CLIMATE ASSESSMENT

The MDDA report indicates that about 940 million newspapers per annum, circulate in South Africa, this includes mainstream (or commercial), local, small commercial and community news papers.

According to AMPS 2008, the national newspaper readership is 15.2 million. The economically strongest provinces such as Gauteng, Western Cape and KwaZulu-Natal, receive about 71.9% of the newspaper titles circulating in South Africa, accounting for 69% of the total newspaper readership – a total of 6.6 million readers.

In terms of news papers titles available; Gauteng Province accounts for 26.6%, Western Cape Province 19.8% and KwaZulu-Natal 25.5%. Northern Cape and North West Provinces receive the lowest number of newspaper circulation - below 10%.

The MDDA report reflects that at least 504 magazine titles were identified. AMPS 2008, reflects magazine readership at 12.6 million. The highest magazine readership is in Gauteng at 3.5 million readers followed by KZN at 1.9 million readers.



## Research results done on behalf of MDDA

According to the MDDA report, there are 13 private commercial radio stations that have historically disadvantaged individual (HDI) ownership of 58% on average.

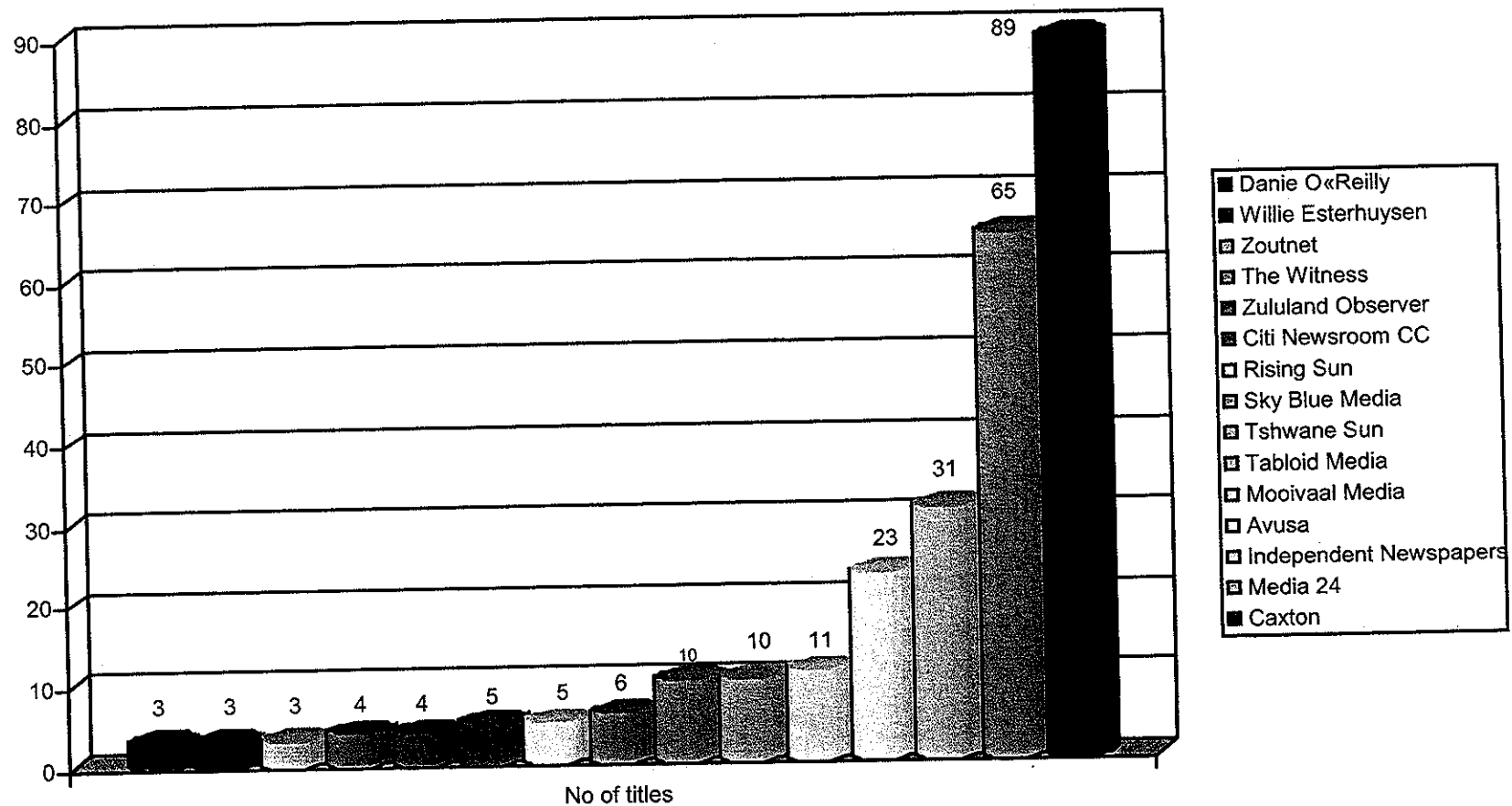
On the television front, private commercial television station's HDI ownership sits on an average of 64.4% per television station.

The positive changes in ownership stakes in the broadcasting industry, reflects the positive impact brought about by the regulatory and licensing interventions.

One of the criteria to qualify for licensing enshrined in the IBA Act and now Electronic Communications Act is ownership by HDIs, limitations on foreign ownership to 20% and that broadcasting is effectively controlled by South Africans.

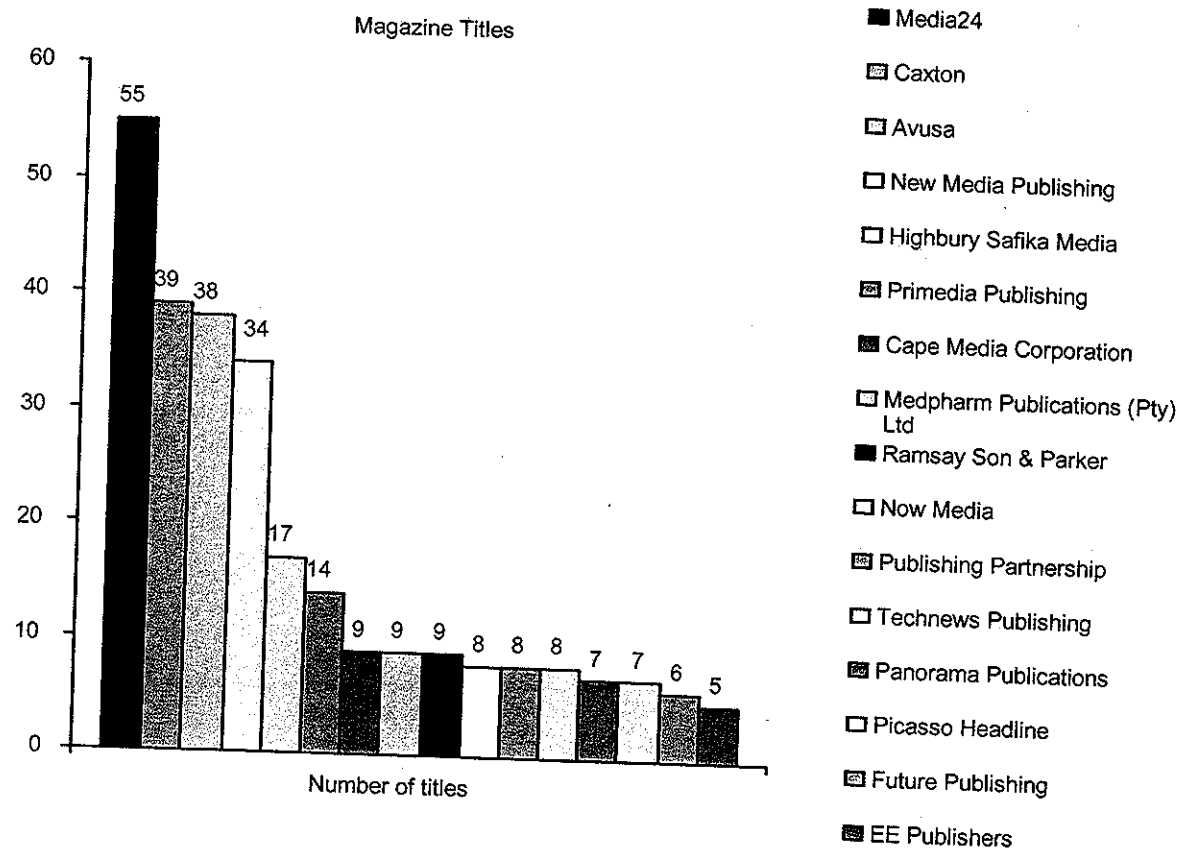
Regarding ownership, major print media players such as Media24 and Avusa have some degree of HDI ownership. The MDDA report shows that Avusa has at least a 25.5% HDI shareholding, Media 24 has 15%, and Caxton and Independent Newspapers have no HDI participation.

# Newspaper Owners with at Least 3 Titles



THIS INCLUDES ALL COMMUNITY AND NATIONAL PAPERS

# Magazine Owners with at Least 5 Titles



SOURCE: Z-COMS

### PRINT MEDIA OWNERS (as at June 2009)

Owner	HDI	Foreign	Listed	White	No. of Wholly Owned Newspaper Titles ( )	No. of Magazine Titles
Media24	15.0%	0.0%	0.0%	85%	65	89
Caxton	0%	0.0%	49.03%	50.97%	89	39
Avusa	25.5%	0.0%	58.2%	16.48%	23	32
Independent Newspaper	0.0%	100.0%	0.0%	0.0%	28	0
Primedia	50.0%	0.0%	0.0%	50.0%	0	15

**PRINT MEDIA OWNERS**  
(as at Nov 2010, with AVUSA update only)

Owner	HDI	Foreign	Listed	White	No. of Wholly Owned Newspaper Titles ( )	No. of Magazine Titles
Media24	15.0%	0.0%	0.0%	85%	65	89
Caxton	0%	0.0%	49.03%	50.97%	89	39
Avusa	51.38%				23	32
Independent Newspaper	0.0%	100.0%	0.0%	0.0%	28	0
Primedia	50.0%	0.0%	0.0%	50.0%	0	15



September 2011



# Vuk'uzenzele

**A government newspaper focused on communicating government programmes and policies including socio-economic opportunities**

- A monthly print run of 1, 7 million copies distributed in all provinces, in large part door-to-door in deep rural, rural and peri-urban areas. To date more than 50 million copies have been published
- Published in Braille and a web version
- Not a commercial competitor to commercial media.

**The initial outcry by the media against this initiative was quite revealing**

# PUBLIC SECTOR MANAGER MAGAZINE

The magazine is the only one of its kind catering for public sector/government managers and is published under the payoff line: **The magazine for public sector decision-makers.**

- The monthly magazine has got a print run of 10 000 copies. The electronic version which is updated monthly can be accessed on [www.gcis.gov.za](http://www.gcis.gov.za)
- Information needs of senior public servants are not addressed by the SA commercial media.





## Research results done on behalf of the MDDA

The MDDA report 2009 states that four large media companies dominate the space with Caxton CTP leading the pack with 130 identified titles (89 wholly owned and 41 co-owned) representing 28.3% of news paper titles in the country.

Naspers through its print media subsidiary, Media24 follows with more than 65 titles (i.e., 68 titles including subsidiary Mooivaal Media's titles); the foreign owned Independent Newspapers group owns 28 titles and then Avusa (formerly known as Times Media Limited and then Johnnic Communications) with 23 titles.

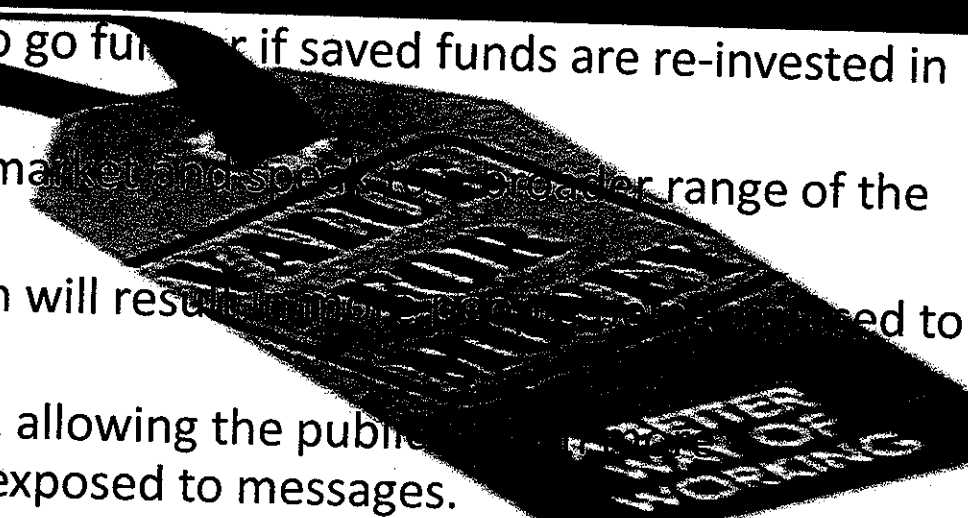
These newspaper titles consist of both commercial and local free newspapers. The local newspaper titles which are mainly knock and drop carry a fair amount of advertisement and some local community news in varying degrees.

In some cases, advertising revenue these local newspapers (or community rags) surpass revenue made from sales of commercial newspapers.

However, these local newspapers are not the community newspapers as defined by the MDDA Act, they are owned by the conglomerates (i.e. CAXTON, Media 24, etc) and not by the communities which they serve.

# GOVERNMENT ADVERTISING

Generating cost savings government-wide through bulk buying and other cost saving mechanism.

- Budgets are made to go further if saved funds are re-invested in campaigns.
  - Broaden our target market and seek a broader range of the public.
  - Increase reach which will result in more people being exposed to the message.
  - Increased frequency, allowing the public more opportunities to be exposed to messages.
- 

Benefit of centralized media buying for Media includes, being able to work with government from a central point.

- Media Houses don't have to open accounts with different government departments. GCIS is known for settling accounts within the 30 days stipulated by Treasury; therefore accounts will be settled in time.



# SOURCE AND CONTENT DIVERSITY

Content diversity is not only confined to diverse voices, but also diversity of program type, language, gender and demographic diversity.

A healthy democracy depends on a culture of dissent and argument, which would be extinguished if there are only a limited number of news provider and opinion makers.

Need to enhance the composition of newsrooms so that they represent the diversity of the South African society



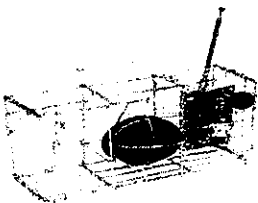
# Transformation of media

Jane Duncan in her **"The print media transformation dilemma"** paper published in March 2011, says;

*"While black people clearly enjoy operational control of newspapers, they lack significant allocative control, which means that they do not have the power to hire and fire directors if they fail to act in the shareholders' best interests."*

*But should print media transformation be reduced to the elements of the B-BBEE scorecard? The short answer is no. Scorecards are generic measurement tools; as a result, they cannot measure transformation in the most crucial area of the print media's operations, namely content."*

*More fundamentally, the scorecard system equates transformation with de-racialisation."*



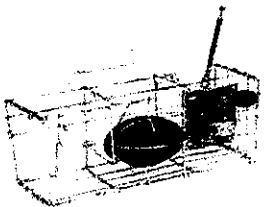
# Transformation of media

Jane Duncan in her **"The print media transformation dilemma"** paper published in March 2011, says;

*"When applied to the media, it can lead to the flawed assumption that when black people replace white people, sustainable transformative changes to media practices will automatically follow."*

*In 2001, media academics Dr. Mashilo Boloka and Ron Krabill offered a much richer definition of transformation, arguing that successful transformation would be achieved when the media 'reflects, in its ownership, staffing and product, the society within which it operates.'*

*This is only possible if access is opened – again in ownership, staffing, and product – not only to the emerging black elite, but also to grassroots communities of all colors'."*



## Media Monitoring Africa Report - Race and Migration in the Community Media: Local stories, common stereotypes

### Key Findings of MDDA funded MMA report:

- Crime made up the largest percentage (13 percent), followed by Arts/Entertainment (11 percent), Religion/Traditional Practice (10 percent), Racism/Xenophobia (8 percent), South Africa (national, including South African government and parliament) (5 per cent), and Profiles and Personalities (just under 5 percent).
- Eight of the 46 newspapers accounted for 66 percent of the crime stories.
- Crime appeared prominently in coverage, being the most prominent topic of coverage, with the greater proportion of propositions being about crime, and police being the second most prominent source (7 percent).

## Media Monitoring Africa Report - Race and Migration in the Community Media: Local stories, common stereotypes

### Key Findings of MDDA funded MMA report:

- The proposition “Group is criminal” appeared overwhelmingly in relation to Zimbabweans (over one third of the time), and was challenged only once. It was also the most commonly featured proposition about Zimbabweans.
- Whites appeared to be over-represented as sources (in proportion to population demographics), but since the target audiences for the newspapers differ, it is not clear what this means.
- The language used to describe migrants/foreigners was mainly “neutral”. however, the potentially stigmatising term “illegal immigrant” was used, together with inaccurate use of terms to describe migrants.





## Media Monitoring Africa Report - Race and Migration in the Community Media: Local stories, common stereotypes

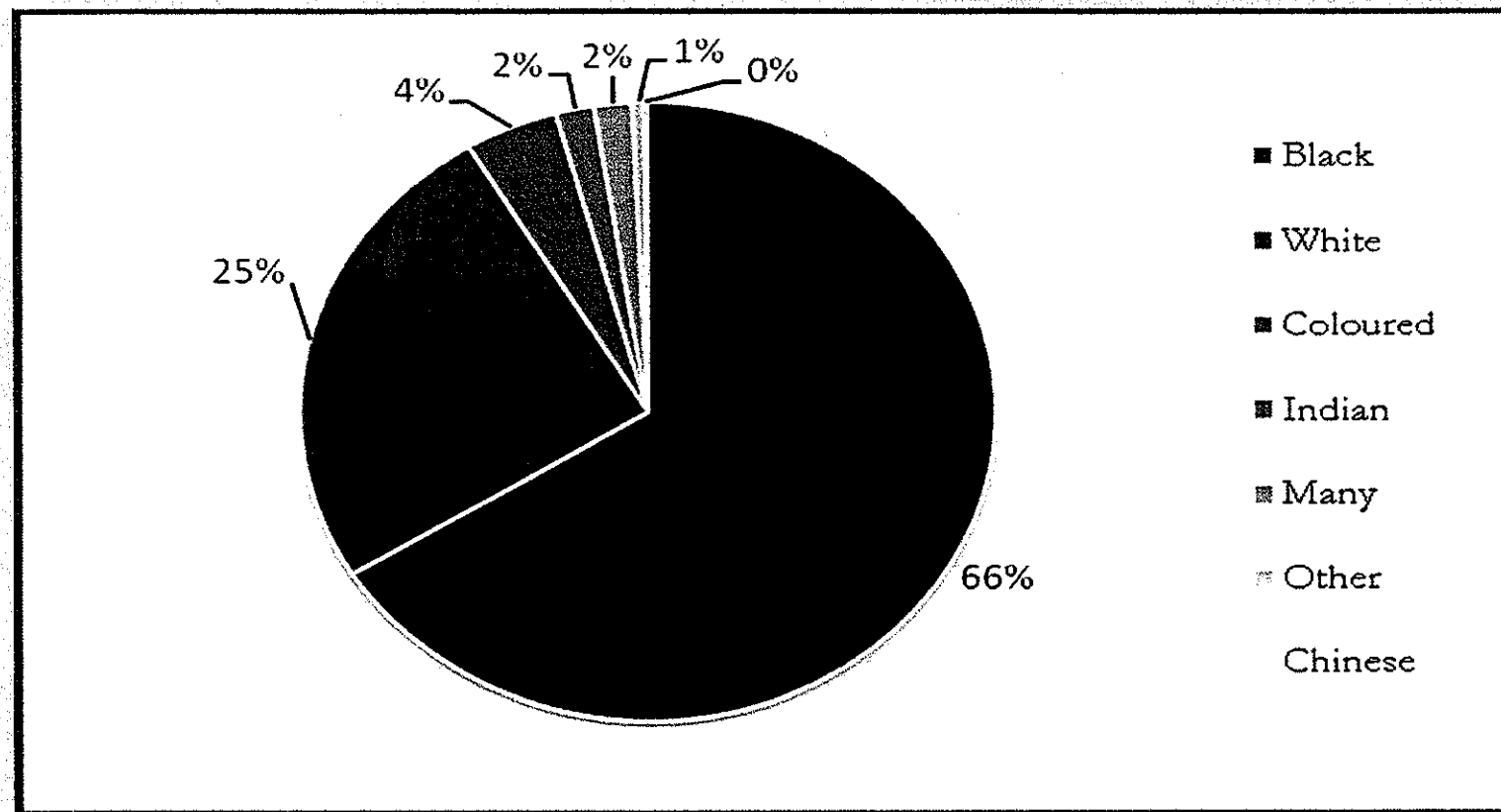
Key Findings of MDDA funded MMA report:

• **“Whites continue to be over-represented generally as sources in relation to the overall population of South Africa.** This is particularly the case for certain types of sources, including residents, South African citizens, NGOs/CBOs/FBOs, and prominent people/celebrities. While in some cases this may reflect the demographics of the target readership of the newspaper. **This does not sufficiently explain the over-representation. This is consistent with findings from national media, in that Whites are over-represented relative to the population demographics.** Despite the over-representation of Whites, the number of Black sources is quite high considering the high number of English and Afrikaans publications.”



# Media Monitoring Africa Report - Race and Migration in the Community Media: Local stories, common stereotypes

Key Findings of MDDA funded MMA report, Graph 6 – Race of sources:



## **Distribution (including sales) and Printing Costs affecting the Small Commercial and Community Print Media Sector in South Africa 2006 Report**

Key outcomes of the MDDA commissioned Editorial Assignment :

The resources of the sector can be aggregated with the MDDA playing the role of energiser. This can and should lead to cooperative outcomes in –

On PRINTING: Joining forces to solve printing issues; supporting a General Agency for Publishing Services (GAPS) clearing house for printing procurements; exercising the collective muscle of the sector to gain economies of scale in buying paper and inks; obtaining better prices and terms of credit; forming printing press hubs; empowering emergent printers; and bolstering the position of individual publishers when dealing with printing houses.

## Distribution (including sales) and Printing Costs affecting the Small Commercial and Community Print Media Sector in South Africa 2006 Report

Key outcomes of the MDDA commissioned Editorial Assignment :

**On DISTRIBUTION:** Exploiting distribution channels that already exist and may be shared; exploring possibilities for logistical and transport co-operatives in regions or local areas; setting up points of sale on agreed rotational basis and conducting research around them; and merchandising the grassroots press as a brand to gain visibility for the whole sector.

**On CIRCULATION:** Agreeing on principles for circulation audits including print orders and returns; conducting distribution research and reader surveys; maintaining a national database of circulation and reader statistics on iPop; calling for a Circulation Ombudsman to hear complaints about data and check the claims of all print sectors.



## Distribution (including sales) and Printing Costs affecting the Small Commercial and Community Print Media Sector in South Africa 2006 Report

Key outcomes of the MDDA commissioned Editorial Assignment :

**On MARKETING:** Gaining recognition and representation of the sector at media industry level, with agencies, the government, and external donors; networking across the sector to unite perceptions and bring about interactions; supporting the iPop system and especially syndications of national and regional advertising and news copy sales;

**On FINANCE, TRAINING, MANAGEMENT & EMPOWERMENT:** crosscutting all of the above, the benefits of aggregation will be felt in relationships with financiers, universities, SMME development agencies, and the media industry in empowerment sphere. Prominence gained for the sector through iPop and GAPS will certainly enhance its negotiating power.

## **Distribution (including sales) and Printing Costs affecting the Small Commercial and Community Print Media Sector in South Africa 2006 Report**

Key outcomes of the MDDA commissioned Editorial Assignment :

(These are also reflected in the Gauteng Enterprise Propeller March 2009 Market summaries analysis).

The country's media is highly concentrated with the four major media players almost totally dominating the sector.

These major media houses have stakes in smaller publishing houses to grow their printing and distribution businesses.

The dominance is strengthened by the vertical integration in the media, in which the major media houses print and distribute the titles of competitors and smaller publishing houses.



## Market summaries analysis, Gauteng Enterprise Propeller, March 2009

This means that independent publishers are virtually being priced out or subsidise publications owned by the major media houses.

One of the reasons the daily newspaper This-Day failed was because it had to be printed and distributed by its competitors, which means that its competitors, despite confidentiality clauses, knew of its major stories beforehand and could work on good follow-ups for later editions.

The print media sector relies mainly on advertising for its profitability and according to Nielsen Media Research's Multimedia, print media accounts for almost 40% of the R20bn million spent in advertising each year.

The All Media and Products Survey (AMPS) data released in 2008 show that the total adspend for all media was over R23bn. Total Print has consistently held a 40% share of media spend over the last five years, with the split between magazines and newspapers remaining constant at 12%: 28% as a share of total print.

## Market summaries analysis, Gauteng Enterprise Propeller, March 2009

-“It is difficult and expensive to launch a new publication, especially if the company does not have existing infrastructure for printing and distribution, or it is unable to share costs with other ventures. Significant investment and financial support is required, as it takes time for newspapers, journals and magazines to build up readership and show profits. running costs are high, with paper and ink, printing and distribution costs accounting for 80% of total costs.

When competition is fierce and price becomes an important issue, profit margins can decrease to break even levels. The heavy dependency on advertising revenue, which is becoming increasingly difficult to source due to economic conditions and growing competition, is also a barrier to entry.”

## Employment Equity

In 1999, the South African Human Rights Commission (SAHRC), investigated **racism in the media and produced a report.**

“As the shaper, of the public images of blacks and whites, the media plays a very important role in both perpetuating and dismantling racism. Recently, the South African Human Rights Commission conducted an inquiry into the subject of racism and the media. The Commission found that expressions in the South African media continue to reflect a persistent pattern of racism in terms of racist expressions and racist content. Commission also noted that news-rooms and media outlets exhibited continuing racial disparities at some levels of employment, and the Commission remarked on the relative lack of representation for black perspectives, viewpoints and expressions. Racist expression also finds form in hate speech, and on the Internet. Groups should pay particular attention to these latter two manifestations of racism, and identify and describe the impact that continuing racism in these areas has on South Africans.” The National Conference on Racism – Final Report March 2001





# Employment Equity

2011 SADC Gender Protocol Barometer notes that:

“The 2006 *Glass Ceilings* report on South African newsrooms showed that black women, who constitute 42% of the population, account for only 18% of newsroom staff..”

“35% of women are in senior management in SA media houses”

“Mauritius, Namibia, South Africa and Zambia that have strong democracies, as well as vibrant gender and media networks, have a lot to answer for. Media in these countries tend to be resistant to external monitoring, believing that while they have the right to watch the rest of society, they themselves are beyond reproach. It is inexcusable that countries in which there has been progress on every other front in relation to the SADC Gender Protocol should lag so sadly behind on giving voice to women in the media.”

“The higher proportion of women in advertisements than as news sources is, however, not a measure of greater gender sensitivity in this area of media practice, but a reflection of the fact that advertising still relies heavily on women's physical attributes as a marketing ploy.....”



## Racism in the media – HSRC Report

### **The observations and findings of the inquiry into racism in the media;**

1. "To the extent that expressions in the South African media "reflect a persistent pattern" of racist expressions and content of writing that could have been avoided,, and given that we take seriously the fact that many submissions complained that such expressions cause or have the effect of causing hurt and pain, South African media can be characterised as racist institutions (Goldberg:370).

This finding holds regardless as to whether there is conscious or unconscious racism, direct or indirect. The cumulative effect of persistent racist stereotypes, racial insensitivity and at times reckless disregard for the effect of racist expressions on others, amounts to racism."

# Racism in the media

## **The observations and findings of the inquiry into racism in the media;**

2. "We confirm what many observed during the hearings, that the self-regulating mechanisms are not effective. We noted that although the BCCSA alludes to racism as being objectionable, the IBA refrained from mentioning racism in its Code of Conduct for Broadcasters; the Press Ombudsman did not believe that racism was a concern in the press. Part of the reason for this is that very few newspapers attested to placing our Constitution and Bill of Rights at the centre of their professional consciousness and responsibility. Again and again, we were told that no formal training on the Bill of Rights was available to new recruits and no check on the application of the Bill of Rights to the work of journalists was encouraged. There was also wide recognition that the Code of Conduct of the Press Ombudsman needs to be tightened. The voluntary nature of subscription to the Codes has meant that institutions like Radio Pretoria do not fall under the ambit of BCCSA, for example. The fact that present monitoring frameworks are only re-active and no investigation can be conducted at the instance of the self-regulatory body, is a serious flaw in the current system."



## Research recommendations in general ...

- Pledging to mainstream gender in all information, communication and media laws and ensure gender accountability.
- The media should portray more diverse and positive range of images and realistic gender roles and not perpetuate stereotypes
- Requiring gender balance and sensitivity in editorial content part of licensing agreements,
- Media code of practice should be aligned with South Africa's legislation, international protocols and agreements that South Africa has ratified
- Ensure that there is promotion and preservation of indigenous languages in the media
- The Independent Communications Authority of South Africa (ICASA), the banking sector, the Media Development and Diversity Agency (MDDA), Department of Trade and Industry and the Department of Communication should come on board to ensure that there is review on content creation.



# Challenges highlighted through the different reports

The results of these reports all speak to the need for transformation in the media, especially print media. Transformation that would go beyond ownership, but that looks (amongst others) at:

- media diversity
  - ownership,
  - control,
  - content and content generation,
  - sources of content,
  - language and culture,
  - representation,
- advertising in the media,
- gender,
- conditions of employment,
- employment equity,
- capacity building,
- research.



# Transformation of Media

According to Media Tenor, reliance on news agency copy is growing. Several newspaper groups have also centralized a range of functions (including news generation). Media 24 has migrated City Press towards upper income audiences. In some cases, circulation to outlying areas has been cut back.

Women lack a significant voice in the media and linguistic diversity is still sadly lacking. The trend is clear: when the chips are down, 'uneconomic' constituencies are expendable.

According to the Association of Independent Newspapers (AIP), an audit of its membership revealed a 51 per cent decline in membership between 2008 and 2010.

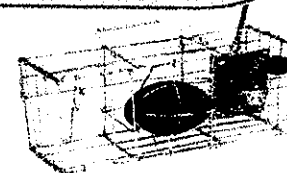


# Transformation of Media

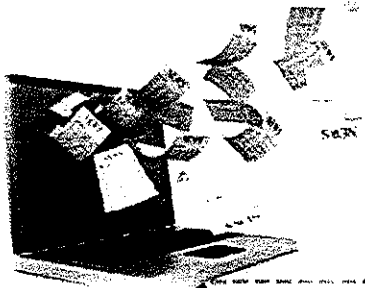
The combined effect of the underfunding of the MDDA, the lack of policy to measure diversity and limit excessive media concentration, the limitation of the Competition Authorities in addressing diversity questions and the reduction of transformation to B-BBEE-driven de-racialisation, is that the environment has, by default, favored media concentration.

It has also led to the destruction of much of the independent, small commercial and community media, and opened the newspaper industry up to political attack.

For any meaningful transformation to take place, the MDDA needs to be given the resources so as to come up with a viable funding plan. This will help new print media companies to be independent of the "big media operators."







# TRAINING & DEVELOPMENT



Migration of news between the international and domestic media space has become even more rapid within the virtual global community

Media to develop greater research capacity to avoid blindly replicating the news items on the domestic media agenda.

MURKIN'S  
**MONOPOLY**

Perceptions & sometimes falsehoods of writers from Western countries serve as opinion makers/shifters to the public broadly and also political elites.





## Conclusion and recommendations

Control of the media was one of the most important tools in the apartheid arsenal, and a battery of censorship legislations played a role in helping to ensure the survival of the apartheid regime – in particular, in ensuring ongoing support from its key constituencies by keeping them in the dark in the dark regarding.

Our objectives therefore are to vigorously communicate the South African outlook and values (developmental state, collective rights, values of caring and sharing community, solidarity, ubuntu, non sexism, and working together).

Free, independent and pluralistic media can only be achieved through the diversity of media in respect of ownership, control and diversity of content, views and opinions.



## Conclusion and recommendations

The South African media, in particular print media should change. Change that would bring about equitable access, ownership and control to the South African public, both rural and urban, diverse views and opinions.

The media transformation debate should be a broad South African debate and not just commercial and political interest debate.

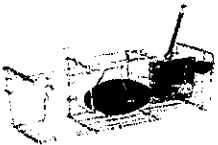
The South African public should be given a platform to engage with the transformation question through a multi-party parliamentary process ,thereby affording all South African an opportunity to shape the future of their media.

The media that would be reflective of our values, share in our joy and articulate our frustrations. A media that is accountable and free from commercial and political interest at the expense of the South African value system



## Conclusion and recommendations

- All stakeholders should collectively diagnose the challenges and commit to some transformational objectives and targets.
- More support is needed with regard to formal and non-formal training, capacity building, skills development, mentoring and coaching.
- Media management should vigorously address the issue of the training and recruitment of black staff, especially sub editors.



# Way forward

- **Parliamentary Indaba, Sept 2011**

- Is media charter a solution?
- Should the possible anti-competitive behaviour in the value chain (publishing, printing, distribution and advertising) be probed?
- Should print media be encouraged to contribute to media development and diversity (through MDDA) by legislative prescription?

- **Jointly with PMSA and GCIS, conducting a research to update information:**

- Ownership in terms of MDDA Act
- B-BBEE certificates in terms of BBBEE Act

# CONCLUDING THOUGHTS



**Media to develop indicators of good performance which will ensure a more measured approach towards media's contribution to the developmental agenda.**

**(UNESCO) 5 principal media development categories – Guide to promote freedom of expression, pluralism and diversity**

- A system of regulation and control
- A level economic playing field and transparency of ownership
- Media as a platform for democratic discourse
- Professional capacity building and supporting institutions
- Infrastructural capacity



# THANK YOU

“Early in life I had noticed that no event is ever correctly reported in a newspaper” -

George Orwell (1903-1950) British novelist, essayist, and critic.

“The man who reads nothing at all is better educated than the man who reads nothing, but newspapers” -

Thomas Jefferson (1743-1826) Third president of the United States.