

GAC

CODESA

WORKING GROUP 1

SUB-GROUP 3

ITEM O

The role of intensive and continuous educative and informative campaigns in respect of political tolerance, the working of democracy and the processes of Codesa

Submission

by

**THE DIKWANKWETLA PARTY
OF SOUTH AFRICA**

1. INTRODUCTION

We wish to put forward certain ideas concerning educative campaigns amongst the South African public which we feel are relevant to the chances of success of the new South Africa. These ideas are set out in this submission.

2. HISTORICAL PERSPECTIVE

2.1 In order to chart one's future course, you have to know where you come from. Looking back over the past forty years in South Africa, we see the untold suffering and destruction caused by the official policy of **apartheid**. However, gradually **apartheid** had to make way for reality and the last two years we have witnessed the death throes of this repulsive policy.

2.2 Now surveying this past up to this 21st day of April 1992, what do we see? One can mention a host of things, but we wish to point out four premisses which cannot be avoided:

- The first is that South Africa has a multicultural diversity which through the weal and woe of the country, has largely remained intact. Thus it is hard to see how anything at all can dispose of this diversity.
- We also see the existence of various regional governments with their infrastructures. It is so that in these regions peoples have had the opportunity to vote and to participate in limited democracy. They have elected their own leaders and have been governed by them according to their own customs and culture. Although this is

largely the result of apartheid, it has a silver lining inasmuch that certain opportunities and experiences were created for people which otherwise would not have been possible.

- The past two years we have witnessed an escalation of violence in this country unprecedented in our history. Certainly a long debate can be conducted on this, but it is a cold fact that before the sweeping changes of the past two years, there has been much more stability and safety in this country and human life and personal property was much more precious.
- The South African economy, so vital to job creation and better living conditions, is presently at an all time low. Granted, international sanctions played a role, but isn't the main reason the internal instability which keeps on scaring off foreign investors?

2.3 The point we wish to make is that not everything of the past is abhorrent. There were good points and those should be retained in the construction of the new South Africa. It is not necessary to level all present things with the ground and erect a complete new structure. As a matter of fact, history elsewhere in the world has taught that such experimentation is nothing but revolution and that nowhere has it succeeded. So let's not repeat that mistake, but let us rather maintain that which has been thoroughly tried, little as it might be, and use that in the realization of the golden opportunity beckoning us at our own threshold.

3. THE ROLE OF EDUCATIVE AND INFORMATIVE CAMPAIGNS IN RESPECT OF POLITICAL TOLERANCE, THE WORKING OF DEMOCRACY AND THE PROCESSES OF CODESA

3.1 We agree that for the immediate future intensive and country-wide educative and informative campaign is necessary, but we also do believe that for purposes of real efficiency, such a campaign should be carried by the following principles:

3.1.1 There should be a complete cessation of violence, spearheaded by a true sense of sincerity. Why do we fight? Why so much senseless killings and destruction? We are then gathered at CODESA to work out together, as equals, our common future in our fatherland! But instead, we are being overshadowed by this terrible violence. What are the reasons? Are there hidden agendas? Is it power-mongering? This memorandum is not the occasion to dwell on this matter. The point is: The violence has to stop. Otherwise there can be no educative and informative campaign. Conducted under a cloud of violence, such a campaign is in fact intimidation and indoctrination - a situation unacceptable to us.

3.1.2 Moreover, definitely no meaningful campaign can be conducted under circumstances where private armies exist next to the official security forces. We call for the immediate disbanding of all private armies in South Africa.

3.1.3 No single rigoristic political view should be forced from above on all the people of South Africa. We simply don't have the population suitable for a political straitjacket. The only way we can come to a reasonable and effective agreement is by practising tolerance and allowing for differences. Therefore we believe that an information campaign should be versatile and should also be left to regional authorities to adapt to local

requirements. Main fact is that there should be absolute political freedom - both for those disseminating information and for the public receiving/partaking in it.

3.1.4 As we all know, human nature has basic value priorities and one of those is that food, clothing and shelter come before information and knowledge. Therefore any educative and informative campaign can only hope for success if the basic material needs of people have been met. What it in short amounts to, is that the economy must be brought back on track - with real growth and a flow of foreign investments - events which are only possible once a climate of order, stability and trust have been restored in our country.

3.1.5 We also believe that the appropriate channels for an educative and informative campaign is not politicised structures, but mainly schools and other educational institutions. People has to be reached at grassroots level, in the normal day-to-day workings.

3.1.6 We believe too that educative and informative campaigns should in no way be forced or compulsory. Although it should be well-structured and purposeful, it should be left to the people themselves to absorb the contents. Leave the horse to drink himself. We sincerely believe that the people of South Africa will eventually rise to the occasion.

3.2 It is suggested that as regards the implementation of an educative and informative campaign, the possibility of establishing a Code of Conduct for political parties should be seriously examined. Such a Code of Conduct could be most helpful in coordinating and standardizing the behaviour of political parties in the implementation of the envisaged campaign.

3.3 As far as the contents of the educative and informative campaign are concerned, it is vitally important that it -

- transmits the essence and workings of democracy;
- conveys a spirit of tolerance, sharing and cooperation;
- enlightens people as to the New South Africa;
- informs at grassroots level the significance and workings of CODESA; and
- is of a continuous nature, being followed up and being seen to achieve its aims.

3.4 There is one sphere where we are of the opinion that no prescription as regards to an informative campaign can take place, and that is for the churches. Churches are supposed to be under the direct guidance of God, serving therefore as the community's conscience. Consequently prescription in this respect is out of the question.

3.5 Since the TBVC states are constitutionally independent, we believe that they should only partake in the envisaged campaign once their peoples have expressed the will to form part and parcel of the New South Africa.

4. CONCLUSION

As the envisaged educative and informative campaign is so important that it could make or break the New South Africa we are arduously striving for, we wish to table this submission for the necessary attention, please.

21 April 1992

GAC

CODESA

WORKING GROUP 1

SUB-GROUP 3

ITEM F

**Political neutrality of, and
fair access to, State-controlled/
statutory instituted media
(particularly the SABC and SATV),
including those of the TBVC
states**

Submission

by

**THE DIKWANKWETLA PARTY
OF SOUTH AFRICA**

1. INTRODUCTION

1.1 As is known, consensus was reached at CODESA on 2 March 1992 that the whole of the telecommunication sector, including sound and television services, in a new dispensation be regulated by a permanent commission established by an act of Parliament. This should be done conducive to serving in a democratic manner, the public interest of all people in South Africa at community, regional and national level. In the pursuit of this mission, the commission for telecommunication should pay special attention to the educational and enlightenment needs of all communities.

1.2 We agree too that in the unprecedented technological era, telecommunication services are most powerful media, also in the political field. Its control therefore is of vital importance and should indeed be regulated to the benefit of all concerned.

1.3 Thus a tremendous responsibility rests on the participants in CODESA, as formulators of also a new telecommunication dispensation, to meet these high requirements and to produce an effective new system. In doing so, it should be borne in mind that the new dispensation should really be an improvement on the one which is to be replaced. Therefore sound principles and innovative schemes are now being called for.

1.4 An appropriate name for the new controlling body has yet to be agreed on, but for the purposes of this submission, we would refer to the commission for telecommunication services, hereafter called COMTEL.

1.5 COMTEL should be structured and viewed as a permanent institution and definitely not one just serving the interim period.

1.6 For purposes of this submission, the TBVC states are not necessarily reckoned into the South African parameters. It is a constitutional premise that these states are independent and can only be effectively included in the deliberations of CODESA if a recognized expression of the will of the people concerned has indicated accordingly and if the appropriate constitutional steps have been taken.

2. PRINCIPLES FOR COMTEL

2.1 It should deal with state-controlled electronics media only, viz.. radio and television. We feel strongly about this, since other media, such as printing, are matters of an altogether different kind, calling for different regulatory measures. One can't treat the growing of mealies and wheat in the same way.

2.2 COMTEL should be a neutral, competent body established by an act of Parliament and being accountable to Parliament.

2.3 COMTEL should serve the whole of the people of South Africa in an informative, educative and entertaining way.

2.4 COMTEL should specifically not favour any political party, directly or indirectly.

2.5 COMTEL should be managed on strict business principles - so much so that it should be financially self-sufficient.

2.6 The terms of reference of COMTEL - composition, structure, functions, powers, standards, etc. - should be clearly spelled out in its deed of establishment, as enacted by Parliament.

7 The technical standard of the services supplied by COMTEL should be top in respects - comparable with the best in the world.

3 The position of COMTEL vis-à-vis other electronic media services in the country - also those that might be beamed from outside - must be clear and sound. It means that COMTEL must at all times be on a good competitive footing with such services.

COMPOSITION AND APPOINTMENT OF COMTEL

1 COMTEL should be enacted by Parliament, adopting a deed of establishment, which sets out the structure, functions and powers of COMTEL. The latter would therefore interact with Parliament through the intermediary of a Minister, who shall, however, not be entitled to interfere in its decision-making processes. Through the Minister, the board of COMTEL should table in Parliament a comprehensive annual report.

2 The exact number of seats on the board of control of COMTEL is still to be determined.

3 In order to ensure the highest, if possible absolute, impartiality of COMTEL, the appointments on the board of control should be done by Parliament. Yes, it should not even be done by the State President. The appointments should be the product of deliberations in Parliament and, if necessary, proposed candidates should be screened by a Parliamentary sub-group.

3.4 No board member should be an office bearer of any political organization or have a vested interest in the film and broadcasting industries, or any other conflicting interest.

Board members should divest themselves of any economic interests in the media and/or political office. Regional, language, cultural and gender considerations need to be taken into account during the nomination process. In addition to competent and widely respected persons, account should also be taken of expertise in the following fields: News and journalistic affairs, broadcasting, education, technological, religious, business, legal, film, advertising, entertainment, culture, public relations, etc.

3.5 Suggested terms of office: Four years. For those not reappointed, pension arrangements should apply.

3.6 COMTEL should of course have the staff and infrastructure necessary to perform its functions, bearing in mind relevant financial and business requirements and norms.

4. FUNCTIONS OF COMTEL

4.1 To ensure -

4.1.1 that a wide range of telecommunication services are available throughout South Africa;

4.1.2 fair and effective competition in the provision of such services and related services;

- 4.1.3 fair and equitable opportunity to opinion formers to express their views; and
- 4.1.4 research and development with a view to improve the available electromagnetic spectrum and to introduce new technologies.
- 4.2 The regulation of the electromagnetic frequency spectrum by *inter alia* -
 - 4.2.1 planning and coordinating spectrum usage;
 - 4.2.2 frequencies and licensing the use of radio transmitting apparatus;
 - 4.2.3 monitoring of spectrum usage;
 - 4.2.4 specifying technical standards to ensure safety, quality and efficiency; and
 - 4.2.5 representing South Africa on international bodies, such as the ITU, CCIF, IFRB, etc.
- 4.3 Regulating of broadcasting and related telecommunications to the public amongst others -
 - 4.3.1 ensuring viable management funding;
 - 4.3.2 determining licensing and codes relating to programme content;
 - 4.3.3 handling broadcasting and related licences, permits and other regulatory instruments;

4.3.4 monitoring adherence to licensing conditions and codes;

4.3.5 resolving disputes and arbitrating between broadcasters; and

4.3.6 ensure adherence by other licensed broadcasters to monitoring, broadcasting licence conditions and codes.

4.4 Keep in touch as may best be required for its own purposes, with other telecommunication services, such as TELKOM, in respect of *inter alia* quality of service; tariffs; licensing such telecommunication services, including lines and attachments; network operation; new electromagnetic developments; etc.

5. POWERS OF COMTEL

5.1 COMTEL should be statutory mandated to basically licence or permit the rendering of all types of telecommunication services, subject to such conditions, standards, norms and codes as may be negotiated with interested parties, which they may consider necessary to exploit in a democratic manner, the electromagnetic frequency spectrum as well as the relevant terrestrial and spatial telecommunications technology.

5.2 A licence for a telecommunications service may include conditions requiring the payment by the licence holder to COMTEL of fees statutory determined.

6. CODE OF CONDUCT

6.1 It is proposed that the following general standards be set in a code of conduct for COMTEL:

- * Freedom and responsibility
- * Tolerance
- * Fairness and impartiality
- * Justice
- * Respect for the truth
- * Respect for good sense and reasonableness
- * Consideration for the individual and his affiliations
- * Respect for generally accepted ethical norms

6.2 In the execution of its functions, it is suggested that COMTEL follows the following practical guidelines:

- Accepting that democracy is characterised by opposing ideas and views.
- As a communicator of information, the right of the public to know, is acknowledged as a basic right, however, taking cognisance of the individual's right to privacy.
- Avoiding discrimination on the basis of race, colour, creed and sex.
- Respecting the linguistic and cultural diversity in the country and of its people.

- Accepting its obligation regarding the preservation of man and his environment.
- Respecting the laws of the land.

6.3 As underlying the above, adherence to the following ethical norms is taken for granted:

- Strict sensitive presentation of programmes containing detail about physical defects, deformities, questions of race or colour, crime, alcohol and drug abuse and programmes containing indecent detail of the human body.
- No broadcasting of anything which:
 - is of a blasphemous, offensive or obscene nature;
 - contains distasteful details of torture, human or animal suffering or executions;
 - concerns pornography or lascivious behaviour;
 - is contrary to any rule of law;
 - may inflame public opinion or threaten the security of the State or may cause panic; and
 - may hamper the Government in the execution of its lawful duties or is calculated to damage the country's image abroad.

- In general, it should be ensured that all programmes comply with standards of good taste, which are generally accepted by the public as such.

7. RESPONSIBILITY OF COMTEL AS STATE-CONTROLLED TELECOMMUNICATION SERVICE

7.1 COMTEL as public broadcaster should exercise particular care and responsibility in any broadcasting which could threaten peace and stability or endanger the country and its peoples. The basic tenet shall be absolute correctness, completeness and fairness.

7.2 COMTEL should at all times make a positive contribution towards the educational needs of the country with emphasis on non-formal and informal education, but also formal education to the extent that would be financially attainable and sustainable.

7.3 COMTEL should strive for maximum local content in its programmes to foster local talent, job opportunities and production expertise.

7.4 COMTEL should continuously produce professional material of good quality which satisfies the expectations of the listeners and viewers and which meet market needs.

7.5 News and actuality broadcasting should maintain the following standards:

- Ensure that in the midst of divergent and conflicting interests and aspirations, the general public interest will be the guideline for reporting.

- Ensure, in accordance with the principles underlying journalistic integrity, that programme producers would be free of any obligation to any particular news source, interest group or advertiser.
- Reflect a wide variety of relevant views on any particular matter fairly and without prejudice.
- Ensure that programmes are constructive rather than destructive, without being misleading and so creating false optimism.
- As accuracy is a requirement of good quality reporting COMTEL should ensure that
 - facts are checked;
 - errors corrected as soon as possible, without unnecessary reservation or delay; and
 - sources of reports are given as a matter of course, except when there are valid reasons for not doing so.
- Comment should be presented in such a manner that it appears clearly that it is comment, and should be made on facts truly stated or fairly indicated and referred to.
- Appropriate opportunities should be created to political parties to explain their policies when circumstances require, with a view to fostering the democratic political process and creating an informed society.

- The deliberations, decisions and effects of CODESA should be conveyed on as wide a scale and as understandable as possible.
- Members of staff should be required to declare explicitly any personal interest or activity that could conflict with the editorial approach of COMTEL.

7.6 Structured provision should be created for the handling of public complaints in a meaningful and fair way. Inherent in this should be application of the *audi alteram partem* principle. For the handling of complaints an ombudsman or a tribunal could even be considered.

8. FINANCIAL MANAGEMENT

8.1 COMTEL should apply business principles and financial management in such a way that the institution is run on a self-sustaining/profitable basis. Where applicable it should as public broadcaster use public funds in such a manner that its trusteeship is beyond reproach and that these moneys are spent in the interests of the broad public.

8.2 COMTEL should optimise income by -

- exploiting the advertising market extensively;
- combining public service broadcasting and commercial programmes in such a way that sufficient funds are generated for its planning; and
- researching means to combat viewer piracy.

9. **RESUMÉ**

9.1 As regards a controlling body for the state-instituted telecommunication services, it is imperative that it should be impartial, highly competent, integrity-wise beyond reproach and financially self-sustaining.

9.2 The newly created body should be a vast improvement on its predecessor - as a matter of fact it should be instrumental in assisting the new South Africa to attain First World status.

9.3 With that we table this submission with the request that it be considered with the attention this vital subject calls for.

21 April 1992