

# BROADCAST INTEREST GROUP (BIG)

P O Box 1872, Joubert Park, 2044  
501 Albany Court, Kapteijn Street, Hillbrow, 2001

Tel: (011) 725-6733 - Fax: (011) 725-6749

11.02.92

Andrew Feinstein, Secretary  
CODESA Working Group One  
World Trade Centre  
Fax 397-2211 Pages: 4

Dear Andrew,

As the major organisation representing black business and community media industry interests, the Broadcast Interest Group would very much like to be represented in any media related CODESA Policy Formulations and activities, and do hereby request communication with the relevant CODESA Officers on Media.

May I also take this opportunity to request a meeting with the Working Group One to present the planned International Conference on Broadcasting to be held in November-December 92. We propose that CODESA hosts the one summit part of the conference. Attached is the conference fact sheet.

Best regards,



MATTHEWS MK MALEFANE

CHAIRMAN

I C B A 1992 FACT SHEET

The International Conference on Broadcasting in Africa I C B A '92 will be held in South Africa, provisionally scheduled for November-December 1992.

The week long event, to be presented by the Broadcast Interest Group as well as local and international associates, and hosted by CODESA, will incorporate five components:

- 1- A five day long conference for Broadcasting and Business leaders to be invited from Africa, the United States, Canada & South America, E E C countries, Australia and Japan. The conference will include amongst other, workshops on Broadcast deregulation, privatisation, satellite distribution, co-financing-production-distribution of Programming, broadcast industry diversification into motion picture, record and print media industry, and electronic manufacturing-distribution.

As part of the conference, will be held by major World Heads of States and donor organisations, a one day summit to pledge political and aid support to the process of democratization and broadcast communications development in South Africa and Africa.

- 2- An international celebrity Fund raising Banquet in aid of Radio and Television support for one or combination of the following causes:  
aids prevention, environment (sustainable development) and Black South African Education.

Included in the banquet program, will be the staging of a spectacular performance extravaganza. The banquet and extravaganza will be televised live to audiences worldwide.

- 3- A goodwill music concert taking place simultaneously at four venues in South Africa, the United States, Europe and Japan, and linked live by satellite to audiences all over the world. A telethon will become the main fund raising vehicle in aid of one or combination of the causes listed in 2-;  
aids prevention, environment (sustainable development) and Black South African education.
- 4- A pre-conference strategic planning meeting and Southern African Regional Conference scheduled for end of April 1992.
- 5- Pre-conference series of seminars on broadcasting to be delivered between March and October 1992 in South Africa to political, trade union, community and academic leadership groups with a view to educating the groups about the dynamics of broadcast deregulation processes and assist them prepare informed policy positions on the future of broadcasting in South Africa, and to also be better prepared to become active participants at the international conference on broadcasting in africa, November-December 1992.

2.....

All costs related to the pre-conference meetings, seminars and main international conference will be covered by local and international government, corporate and organization sponsorships.

All costs related to the music concert and other special events will be covered by sponsorships and advertising revenue.

For further information please contact Matthew Malefane, Chairman of the Broadcast Interest Group at the following address:

Broadcast Interest Group, BIG  
P O Box 1872  
Joubert Park  
2044

Tel : (011) 725 6733  
Fax : (011) 725 6749

# Tonight!

THE STAR THURSDAY FEBRUARY 6 1992

## First black TV station on the cards?

**JOVIAL RANTAO**

South Africa could have its first independent black majority share-owned national television network, which would also enter satellite broadcasting, if the Broadcast Interest Group (BIG), launched in Johannesburg achieves its aims.

BIG chairman Matthews Malefane said his organisation — formed by a coalition of black professionals and entrepreneurs — has been involved in the formulation of strategies to extend the black economic empowerment to the field of radio and TV broadcasting and wider audio visual.

"Top of our agenda is an investigation of a venture capital company that will primarily use its financial resources to assist blacks establish their own radio and television stations," Malefane said.

Some of the specific activities in the BIG programme include:

- The organising and hosting of an international broadcast conference in South Africa later this year.
- Creating a special scholarship and mid-career development training programme for radio, TV management and technical production for black South Africans at leading broadcast centres worldwide.
- Entering satellite broadcasting beginning with a reception area covering Cape-to-Cairo.

● To Page 2

## Group to get broadcast licence

● From Page 1

"Already targeted by the planned venture capital company, is the acquisition of a broadcast licence (with the impending deregulation of broadcasting) to launch the first independent black majority share-owned national TV network," Malefane said.

The network's holding company would enter electronic soft and hardware manufacturing (i.e. the network's decoders, television sets), motion picture financing, production, distribution and exhibition.

Both national (South Africa) and Satellite (All Africa) pilot network programmes are scheduled to go on air towards the end of this year.

Adjunct to the Network's debut, will be the hosting in South Africa, of the first international media and entertainment exposition.

Malefane added: "Blacks control less than one percent of the broadcast and audio visual industry in South Africa. Without harnessed capital and a sound business plan, blacks will not be able to exploit the opportunities that are soon to arise with the impending deregulation of broadcasting."