



060042266Q

North-West University
Mafikeng Campus Library

**THE FEASIBILITY AND VIABILITY OF REGIONAL
TELEVISION SERVICES IN THE NORTH WEST
PROVINCE OF SOUTH AFRICA**

by

NDIVHONISWANI AARON TSHIDZUMBA
16190149

Thesis submitted in fulfilment of the requirements for the degree of

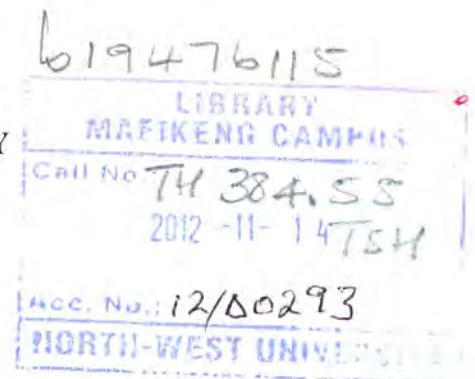
DOCTOR OF PHILOSOPHY IN COMMUNICATION

in the

FACULTY OF HUMAN AND SOCIAL SCIENCES

at the

NORTH-WEST UNIVERSITY
MAFIKENG CAMPUS



SUPERVISOR: DR JI DE JAGER

Ruth Scheepers

Language Specialist

22 November 2010

To whom it may concern

This is to confirm that I, Ruth Angela Scheepers, edited Ndivhoniswani Aaron Tshidzumba's doctoral dissertation for language and style. The onus is, however, on the student to implement the changes that I suggested.



RA Scheepers

P.O. Box 916-2071

Garsfontein East

Pretoria

0060

E-mail: scheera@unisa.ac.za



083 635 4878

ACKNOWLEDGEMENTS

My sincere thanks and appreciation go to the following people:

- Dr JI de Jager for providing me with guidance and academic leadership throughout the study; may God supply all your needs according to His riches in Christ;
- Dr R.J. Monobe and Dr J.M. Ranko-Ramaili, Professor H. Bariagaber and Mr Paul Bigala from the Population Training and Research Unit in the Faculty of Human and Social Sciences – Mafikeng Campus, for their expertise in fine tuning the questionnaire into a professional document;
- Professor Reitumetse Obakeng Mabokela, DeAnne Hamilton and the WKAR Radio & Television staff from Michigan State University (USA), for their expert advice and comments on the study; may the good Lord bless them;
- The North–West University – Mafikeng Campus for allowing me to conduct the study on the campus;
- The Office of the Premier, North West Province, including Dr Modiri Molema, and Bophirima, Dr Kenneth Kaunda and Bojanala District Municipalities for allowing me to conduct the study;
- Ms Precious Peme, Ms Gopolang Lebakeng and Ms Moira Malakalaka, for administrative duties on the data;
- All those who made contributions and gave support but who are not mentioned here: may the good Lord of peace bless you;
- My wife Matshidiso Tshidzumba and our beautiful daughters who were deprived of quality time while I was involved in this project. I love you and may the Lord bless you;
- God Almighty for the life and good health throughout the years I have been involved in this project.

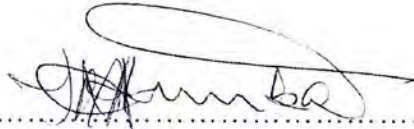
DEDICATION

This work is dedicated to my late parents, Mapfumo and Muofhe Tshidzumba, who taught me to be thankful and to trust in God. It is also dedicated to my friends who made themselves available to help me, my sister Azwindini Manngo and my brothers Thinandavha Tshidzumba, Tshinetise Tshidzumba, Elekanyani Tshidzumba and Matodzi Tshidzumba, and the whole extended family, for their support.

DECLARATION

I declare that the thesis for the Degree of Doctor of Philosophy in Communication (Broadcasting) at the North–West University (Mafikeng Campus) hereby has not yet previously been submitted by me for a degree at this or any other university, that it is my own work in design and execution. Sources quoted have been duly acknowledged and indicated by means of a comprehensive list of references.

Signature

A handwritten signature in black ink, appearing to read 'Tshidzumba', written over a dotted line. The signature is stylized with a large loop at the top and a long horizontal stroke extending to the right.

Ndivhoniswani Aaron Tshidzumba

ACRONYMS AND ABBREVIATIONS

ARD	Arbeitsgemeinschaft der Rundfunkanstalten Deutschlands
AV	Audio Visual
BBC	British Broadcasting Company
BOP-TV	Bophuthatswana Television
BSC	Broadcasting Standards Commission
CSA	Conseil Supérieur de l'audiovisuel
DHF	Dag Hammarskjöld Foundation
DR	Denmark Radio
DTT	Digital Terrestrial Television
DVS	Descriptive Video Service
ECLA	Economic Commission for Latin America
FBR	French Broadcasting Regulator
FIFA	Federal International Football Association
FTV	French Television
GDP	Growth Domestic Product
HBS	Host Broadcasting Services
HD	High Definition
HD-OB	High Definition Outside Broadcast
HD-TV	High Definition Television
IBA	Independent Broadcasting Authority
ICASA	Independent Commission Authority of South Africa

ITC	Independent Television Commission
ITV	Independent Television
LSM	Living Standards Measurements
MIDZ	Mafikeng Industrial Development Zone
MMP	Media Monitoring Projects
M-NET	Multi Networks
MSU	Michigan State University
NAB	National Association of Broadcasters
NBC	Nigerian Broadcasting Commission
NCRF	National Community Radio Forum
NGO	Non Governmental Organization
NTA	Nigerian Television Authority
NTS	Nigerian Television Services
NWP	North West Province
OB	Outside Broadcast
OFS	Orange Free State
PBS	Public Broadcasting Services
PRT	Public Regional Television
PWV	Pretoria-Witwatersrand-Vereeniging
R-TV	Regional Television Broadcasting
SA	South Africa
SABC	South African Broadcasting Corporation

SADC	Southern African Developing Countries
SAFA	South African Football Association
STATSA	Statistics South Africa
TV	Television
UAE	United Arab Emirates
UHF	Ultra High Frequency
UK	United Kingdom
UNESCO	United Nations Educational Scientific Commission
USD	Universal Service Directive
VHF	Very High Frequency
ZBC	Zimbabwean Broadcasting Corporation

ABSTRACT

Broadcasting is the generic term that can be diagnosed as the dissemination of news/information using old or new and powerful form of social integration and control of any news. Many of its uses can be seen as socially, commercially and, at times, politically manipulative. In this study broadcasting will mean sending video material or audio material signal through a transmitter, macro wave and satellite to the individual communities that will be receiving that through antennas, internet and satellite dish. In this study Public Regional Television (PR-TV) is seen as services belonging to communities, owned and managed by the public.

The study is about the feasibility and viability of regional television services within the North West Province of South Africa. South Africa does not have a model yet for implementation in the North West Province as regional television. The approach needs to address South African context and languages in broadcasting. The main aim of the study was to establish the feasibility of public regional television services in the North West Province of South Africa.

In this study the qualitative and quantitative research designs were employed to gather information regarding the feasibility and viability of regional television services within the North West Province of South Africa. Interviews (qualitative) were conducted with the media experts, executive mayors of the districts municipalities, politicians, media students, business, community members, traditional leaders and youth structures. A population of 525 public members from the four provincial districts was used. The sample involves four executive mayors from the four (4) districts of the province, MIDZ representing business communities, a representative from political movements including labour movements, academics and students.

The research as stipulated in the whole document yielded results like: individual salary scale within respondents ranging from 29% of those in Dr Kenneth Kaunda District Municipality earning R180, 000.00 per annum compared to 71% of

respondents who earned R80, 000.00 per annum in Dr Modiri Molema, Bojanala and Bophirima District Municipalities respectively; most respondents in all the districts indicating that they had electricity in their homes therefore they can access television services if availed to them; a large portion of respondents indicate that they owned a television set; with significant variations arising in regards to support for TV license campaigns; a significant number of respondents did not subscribe to DStv because of high fees associated with subscription; majority of respondents supported the idea of the provincial government supporting the regional television services; with 87% of respondents, indicating that the North West Province (NWP) has enough skilled manpower to run the regional TV; whilst combined support that includes government, business and educational institutions was also emphasised; according to these respondents employment opportunities and investment will increase because of the regional television services in the province.

Key terms: broadcasting, regional broadcasting, television, implementation, model, approach, and public broadcasting.

Table of Contents

CHAPTER ONE	5
1. INTRODUCTION.....	5
1.1. BACKGROUND.....	5
1.2. REGIONAL TELEVISION SERVICES IN SOUTH AFRICA.....	6
1.3. PROBLEM STATEMENT.....	8
1.4. PURPOSE OF STATEMENT.....	9
1.5. RESEARCH QUESTIONS.....	10
1.6. DATA COLLECTION METHODS.....	10
1.7. DATA ANALYSIS.....	12
1.8. VALIDITY.....	13
1.9. SIGNIFICANCE OF THE STUDY.....	14
1.10. DELIMITATION OF THE STUDY.....	14
1.11. RESEARCH ASSUMPTIONS.....	16
1.12. PROGRAMME OF STUDY.....	16
1.13. CONCLUSION.....	17
CHAPTER TWO	19
2. LITERATURE REVIEW.....	19
2.1. INTRODUCTION.....	19
2.2. THEORETICAL FRAMEWORK OF TELEVISION BROADCASTING.....	20
2.3. INTERNATIONAL PRECEDENTS.....	25
2.4. CONCLUSION.....	41
CHAPTER THREE	42
3. TELEVISION BROADCASTING SERVICES IN SOUTH AFRICA.....	42
3.1. INTRODUCTION.....	42
3.2. TELEVISION BROADCASTING SERVICES IN SOUTH AFRICA.....	42

3.3.	TRANSFORMATION WITHIN THE SOUTH AFRICAN BROADCASTING CORPORATION	45
3.4.	REGIONAL TELEVISION SERVICES IN SOUTH AFRICA.....	47
3.5.	CAPACITY AND SUPPORT FROM PROVINCIAL GOVERNMENT IN HOSTING R-TV.....	48
3.6.	LANGUAGE DIVERSITY WITHIN THE NWP	61
3.7.	PUBLIC RESPONSE TOWARDS R-TV SERVICES	66
3.8.	THE NEED FOR R-TV IN SOUTH AFRICA	68
3.9.	CHALLENGES FACING IMPLEMENTATION OF R-TV IN SOUTH AFRICA.....	71
3.10.	BENEFITS OF THE NWP R-TV TO SADC	77
3.11.	CONCLUSION.....	83
CHAPTER FOUR.....		84
4.	THE RESEARCH DESIGN.....	84
4.1.	INTRODUCTION.....	84
4.2.	RESEARCH THEORY.....	86
4.3.	RESEARCH APPROACH.....	86
4.4.	RESEARCH METHODS.....	89
4.5.	POPULATION.....	91
4.6.	RESEARCH INSTRUMENTS	95
4.7.	THE COVERING LETTER.....	101
4.8.	PILOT STUDY	101
4.9.	VALIDITY AND RELIABILITY	102
4.10.	THE TRUSTWORTHINESS OF THE RESEARCH (Qualitative).....	102
4.11.	ADMINISTRATIVE PROCEDURES.....	104
4.12.	RESEARCH ETHICS	105
4.13.	DATA ANALYSIS	106
4.14.	CONCLUSION.....	108
CHAPTER FIVE		110
5.	ANALYSIS AND INTERPRETATION OF DATA	110
5.1.	INTRODUCTION.....	110

5.2.	GENERAL INFORMATION IN QUESTIONNAIRE.....	111
5.3.	DATA COLLECTED AND ANALYSED THROUGH QUESTIONNAIRES AND INTERVIEWS 121	
5.4.	CHI – SQUARES.....	166
5.5.	REGRESSION	167
5.6.	CONCLUSION	176
CHAPTER SIX.....		177
6.	A PROPOSED APPROACH FOR ESTABLISHING A REGIONAL TELEVISION 177	
6.1.	INTRODUCTION.....	177
6.2.	CLASSIFICATION OF STAKEHOLDERS WHO SHOULD PLAY A MAJOR ROLE IN THE ESTABLISHMENT OF R-TV SERVICES	179
6.3.	A PROPOSED STRUCTURE FOR THE ESTABLISHMENT OF REGIONAL TELEVISION SERVICES IN THE NWP	182
6.4.	PRINCIPLES FOR THE IMPLEMENTATION OF REGIONAL TELEVISION SERVICES IN THE NORTH WEST PROVINCE.....	183
6.5.	PROPOSED SIGNAL DISTRIBUTION.....	188
6.6.	CONCLUSION	197
CHAPTER SEVEN.....		198
7.	OVERVIEW OF THE STUDY, MAIN FINDINGS AND RECOMMENDATIONS	198
7.1.	OVERVIEW OF THE STUDY.....	198
7.2.	MAIN FINDINGS	200
7.3.	RECOMMENDATIONS.....	205
7.4.	RECOMMENDATIONS FOR FURTHER STUDY.....	209
7.5.	DELIMITATIONS OF THIS RESEARCH STUDY	209
7.6.	LIMITATIONS OF THE STUDY	210
7.7.	CONCLUSION	210
List of references		255
Presentations, Submissions and Papers.....		280
Magazines and Newspapers		281



CHAPTER ONE

1. INTRODUCTION

1.1. BACKGROUND

Most African states have inherited the British model of broadcasting, where a state-owned broadcaster funded by public resources, produces public service broadcasting. Against this backdrop, television in South Africa started as a single service, TV 1, on 5 January 1976. Until 1990, TV 1 was targeted predominantly at a White audience. It lacked credibility (Forbes, 1999: 5) among both Blacks and Whites because it was perceived to be in favour of government as its news and information were significantly controlled by politics. TV 2, the second service, was launched in 1981. This was expanded into two separate services in 1982. A fourth channel, TV 4, was introduced in 1990. At that time 'the South African Broadcasting Corporation was re-structured ... when TV 2, 3 and 4 were consolidated into one multilingual channel, the CCV' (Forbes, 1999: 1).

The White Paper on Broadcasting of South Africa, May 1998, states that, despite the SABC's initiatives to transform from a broadcast system to an independent public broadcaster, there are still inequalities in the South African broadcast sector as a whole. For example, 'inequalities such as access, resource allocation, provision of different languages, educational programming, together with promotion of cultural diversity and choice in service and programmes and lack of empowerment of the historically disadvantaged groups still exists in South Africa' (White Paper, 2002: 12). Since broadcasting began in South Africa, the funding mechanism has been problematic. For various reasons the public broadcaster, the SABC, has been funded by the government. It is important to note that 'even today broadcasting in South Africa still depends on advertising, license fees and government subsidy or grants for the smooth running of the industry' (Tomaselli, 1989: 19).

It is true (Tomaselli, 1989: 28) that the British and American models were unsuited to South African conditions. For example, at the level of technology, the imported 1, 5 kw transmitters did not operate as efficiently in South Africa as they did in the Northern Hemisphere where they were designed and built. Today, South African broadcasting uses a mixture of technology from Malaysia, South Korea, Britain, America and many other countries. Under certain conditions, transmitters were not suitable for distribution and as a solution the cable was used exclusively. On expansion of the network, it was discovered by researchers such as Tomaselli that 'national and regional channels could be linked together for certain programmes especially news' (Tomaselli, 1989: 28). It is from the same background that the South African government started debates on the need to establish regional television services which would provide equality for all eleven languages in as far as broadcasting is concerned. Chapter IV of the South African Broadcasting Act (as amended) states the requirement that the SABC encourage the development of South African expression by providing, in all eleven official languages, a wide range of programming that:

- reflects South African attitudes, opinions, ideas, values and artistic creativity;
- displays South African talent in educational and entertaining programmes;
- offers a plurality of views and a variety of news, information and analysis from a South African point of view; and
- advances the national and public interest (South African Broadcasting Act, 1999: 16).

1.2. REGIONAL TELEVISION SERVICES IN SOUTH AFRICA

Regional television services in the South African context refer to 'television services targeting particularly designed communities from the nine provinces, either through the description of language groups or demarcation rules' Amended South African Broadcasting Bill, (2005: 21). For example, there might be a region of Nguni languages or a region of Sotho languages.

According to the Amended South African Broadcasting Bill, (2005: 22), 'regional television services are seen as services belonging to communities, owned by the public, and managed by the same public'. Regional television broadcasting may be an organisation made up of a body of programme providers who are interested in delivering a regional television service to the immediate people. It could also be aimed at expanding and developing community participation in a free-to-air television service (South African Broadcasting Bill, 2003: 20). Television programme providers who are participating should have extensive experience of producing the best television services for communities. Transmission services of this type operate from the region. It is a fact that 'the audience of the regional television broadcasting is people from the community who are brought together either by the influence of culture or the new South African political dispensation' (Tomaselli, 1989: 17).

According to the Wireless Telegraphy Act of 1904, in Britain, powers to establish the British Broadcasting were under the control of the Postmaster General. In 1922 a broadcasting licence was issued to what became known as the British Broadcasting Company. In 1926 the Crawford Committee was established to monitor the future of the British Broadcasting Company (Independent Broadcasting Act, 1996: 23).

In South Africa, the South African Statute Law created the apparatus for broadcasting, in defining the public regional broadcasting service, its powers and activities, and providing for its financial means and establishing the system of authority by which it is managed. These laws also limit the way various kinds of radio technology can be used. The government created conditions of use for community broadcasting radios, radio hams (amateurs), emergency services, the police, the military, private radio listeners and commercial air traffic radios. Marine and naval radios were also controlled by the government (Tomaselli, 1989: 16). The South African government under the leadership of the Ministry of Communications held discussions in 1999 and again in October 2009 on the

Amended Broadcasting Bill and the issue that South Africa should introduce regional television broadcasting services. All stakeholders were asked to submit suggestions and to provide input through the Independent Communication Authority of South Africa (ICASA) on the structure and the format of such regional television broadcasting services (Stewart, 2002: 24).

1.3. PROBLEM STATEMENT

Since 1994, (South African Broadcasting Bill, 2003: 27) stated that the South African government and its public have been in debate around the issue of public broadcasting, in this case the SABC, is not reaching all South Africans in addressing issues such as health (for example, HIV/AIDS), educational programming, housing, economic issues, general information dissemination, relaxation, cultural diversity and provision of different languages. The main point of contention is the promotion or representation of the eleven (11) official languages by the public broadcaster South African Broadcasting Corporation (SABC) as approved by the South African Constitution. One of the questions being asked by South Africans is which language of the 11 has been the most dominant within the SABC television viewing which English came first. This has left other languages marginalised or not represented on national television to the extent expected by society (Stewart, 2002: 24).

As a result, there has been constant discourse on the dominance of English and the Nguni languages on the SABC. Government is now encouraging more research and debate about regional television services within South Africa with the hope that this will directly address these problems in the community. North West Province uses Setswana, Sesotho, Afrikaans, English and IsiXhosa as languages throughout the province. The vast majority of people - over 60% - speak Setswana. Just over one tenth of the population speaks IsiXhosa while fewer than 20% speak Sesotho and Afrikaans. Tsonga and IsiZulu are also spoken in this province. English is the predominant language of business (SA Constitution, 1994: 16). In view of this, it is the objective of this study to develop a framework or model for establishing, among others, a sustainable regional television services within the North West Province.

The South African Constitution, section 23 of the Bill of Rights, provides that: 'Every person shall have the right of access to all information held by the state or any of its organs at any level of government in so far as such information is required for the exercise protection of any of his/her rights.'

1.4. PURPOSE OF STATEMENT

The purpose of the study is to determine the feasibility and viability of regional television services in the North West Province of South Africa. The establishment of a regional television broadcast service will strengthen the mandate of public broadcasting and access to information. A Charter on Community Broadcasting Services in South Africa has been established. The long term objective of the study is to find out the viability which is the sustainability of regional television services in the North West Province.

In South Africa, all broadcasters, even subscription broadcasters, contribute to achieving goals of public interest. However, the public broadcaster is expected to carry the primary responsibility for addressing the needs of the public and for delivering public service programming, as it receives revenue from television licence fees and from the state. The concept of 'regional television services,' according to (Stewart, 2002: 34) includes classic features like universal service, nation building, children's and minority interest programming, educational, cultural and language development, and so on. In addition, a special feature is news and current affairs. This is particularly relevant to democratic practice such as elections, accountability of governments, and people's participation in civilian matters through government 'imbizos'. The study intends to develop a local customized framework for television broadcasting services on a regional level. So that it can appraising regional based television programming with community interest. It will do this by assessing how other countries are using regional television services. The framework of this study will also present the

convergence of technologies, services from first world countries such as the USA and Britain and contributions from local and international experts in public broadcasting.

1.5. RESEARCH QUESTIONS

The main research question for this study is: **Does the North West Province have the capability and capacity to host regional television services as approved by the South African Constitution (section 23 of the Bill of Rights)?**

In order to respond to the main question the study will answer the following sub-questions:

- what social impact will regional television broadcasting have on the public of the North West Province (NWP)?
- what economic benefits will regional television broadcasting have on R-TV services within the NWP?
- how will the establishment of R-TV services in NWP benefit neighbouring states such as Botswana and Namibia?
- will there be enough support from the NWP provincial government and other stakeholders for hosting R-TV services?
- will this move increase the rate at which people from the province pay the current SABC television licence?
- how many languages should the R-TV services in NWP cover?

1.6. DATA COLLECTION METHODS

The research project will use both qualitative and quantitative research methods. The chosen methods add value to the objective of the research work at hand. The research is designed to use interviews and a questionnaire, in order to

provide an in-depth understanding of regional television services in the North West Province. Hittleman and Simon (2003: 31) supported the relevance of the quantitative research method to this research exercise when they assert: 'quantitative research as characterized by the use of statistical analysis, its purpose is to describe, compare and attribute causality.'

Van den Aardweg, Van den Aardweg, Le Compte, Millroy and Preissle (2002: 7; 2001: 189) maintain that qualitative research concerns itself with an assessment of a situation expressed in words. It has to do with qualities rather than quantities. It describes types, styles and similar factors in an effort to understand the phenomenon as a totality. It is the aim of this study to develop a value-added understanding (a selling framework) of the feasibility and viability of regional television broadcasting services in the NWP of South Africa. Qualitative and quantitative research methods will aid the academic process in attaining this goal. Desimone and Floch (2004) believe that data collection methods are essential, and assist the researcher in reaching objective conclusions. This researcher will make use of interviews, including semi-structured interviews branded as 'real conversation' by Alvesson (2003), and a questionnaire to collect information. Amongst other benefits, semi-structured interviews allow the researcher to collect similar data from each interviewee, while also allowing respondents to offer personal perspectives and to 'identify broader issues' (Newman & Benz, 1998: 67).

Based on preliminary desktop research by the researcher, it appears that the major actors in this study are the business community, media researchers and broadcasters, government personnel, media and broadcast academics, trade unionists, financial institutions, university students, community NGOs, community members, senior government officials and knowledge managers. Interviews were conducted within these above mentioned groups: in consultation with the research supervisor, a decision was taken that those respondents and officials who request anonymity will be given an identifying letter. Qualitative and quantitative research encompasses secondary sources of information as stated

in (Adler, 1995). Secondary sources for this research are available in the libraries of, amongst others, the North-West University (NWU), Michigan State University (MSU), South African Broadcasting Corporation (SABC) and the University of South Africa (UNISA). These are specialist public media, broadcasting, communication and politics libraries with several thousand books, (online) journals and independent research papers. The researcher has been granted access to these libraries. In addition, the researcher has access to the electronic libraries of broadcasting and public media houses that are repositories of relevant South Africa-specific information on television broadcasting.

1.7. DATA ANALYSIS

It is important to note from the above section that the research project will use both quantitative and qualitative methods for data collection and data analysis. Data analysis is an important aspect of the research process and is a 'procedure whereby researchers extract some form of explanation, understanding or interpretation from quantitative and qualitative data collected from the people and situations that they are investigating' (Maree, 2007: 99). This means that data analysis is concerned with how a researcher uses the information that has been collected. In this research study data analysis will be based on what Maree (2007: 101) calls content analysis, and will examine such data sources as books, brochures, written documents, transcripts, news reports and visual media. Content analysis allows the researcher to identify key concepts and narration in order to extract themes from all these data sources.

Content analysis provides an excellent platform for using inductive strategies for analysing data. William Fox and Mohamed Bayat explain how inductive data analysis strategies aid the data analysis process where 'induction implies that the researcher collects the data and then extrapolates from that to achieve insights into human behaviour' (Fox & Bayat, 2007: 106). This analytical model is called 'link analyses. It refers to the process of linking various (often incomplete) pieces of information to form comprehensive information. This is one of the approaches

used to analyse data in this research study. Using the inductive data analysis strategy, the researcher will link various concepts and narrations to form themes. Quoting Maree, the 'main purpose is to allow research findings to emerge from frequent, dominant or significant themes inherent in raw data' (Maree, 2007: 99).

The researcher will also identify themes by coding the data. Data coding is 'the process of reading carefully through transcribed data, line by line, and dividing it into meaningful analytical identify concepts' (Maree, 2007: 105). All the data that the researcher collects will be read, coded and linked to words that hold meaning for the study.

1.8. VALIDITY

In its simplest meaning, validity is the truth-value of research findings. Benz and Newman (1998: 29) assert that 'validity is circular; without validity, there is no truth, and without truth, there is no claim of validity'. This means that validity is the process of legitimising research outcomes. The researcher will also employ triangulation to ensure the validity of findings. Triangulation is 'the process of gathering information from three or more various sources' (Merriam et al., 2002: 184). Consistent with the demands of triangulation, in addition to interviews and questionnaires, data will be drawn from books, journals, questionnaires, and personal observations.

In a qualitative approach to data collection 'observation is used to enable the researcher to gain deeper insight and understanding of the phenomenon observed' (Maree, 2007: 84). The purpose of observation is to improve the reliability of the data. The research will therefore observe corporate security protocols being applied, assess behaviour and confirm (or disprove) what has been claimed during interviews. Van den Aardweg and Van den Aardweg (2005: 120-121) assert that an 'interview is a goal-directed attempt by an interviewer to obtain reliable and valid measures in the form of verbal responses from one or

more interviewees'. This researcher acknowledges that while access to certain official premises for interviews and distribution of questionnaires may be challenging, where access has been granted on-site observation will assist in establishing the accuracy of the data. A questionnaire is 'a device that enables the respondent to answer questions or any data collecting instrument where respondents directly supply their own answers to a set of questions' (Vockell, 2003: 78).

1.9. SIGNIFICANCE OF THE STUDY

The significance of the study lies in its purpose: to explore the feasibility and the viability of regional television services in the North West Province. Many scholarly works on this topic present models from the west. The dominance of scholarship drawing on experiences of the UK, United States, Europe and Africa, even though they do not reflect exactly the South African context, will also be examined. This study is intended to improve the understanding and perception of establishing regional television services. In addition, it will explore new thinking in the unfolding debate around public broadcasting and regional television services. It will be an instrument for broadcasting policy makers, the public, communities and private broadcasting institutions and broadcasters, media analysts, media scholars/researchers and will provide analysis of contemporary knowledge on regional television services in South Africa.

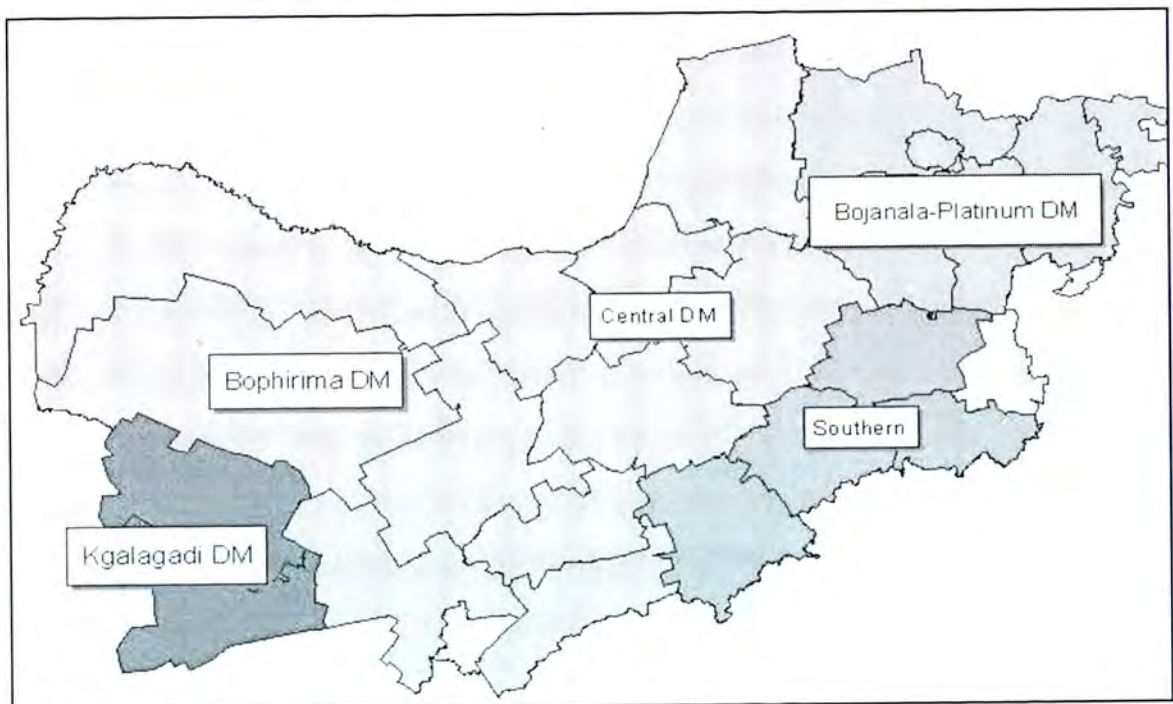
1.10. DELIMITATION OF THE STUDY

The study is delimited to the North West Province only, the SABC and the public within the NWP. It is also delimited to NGOs, government, high schools, higher education institutions, traditional leaders, municipalities, media professionals and the business community of the North West Province. The researcher selected these structures because they were able to provide the necessary information pertaining to this study. The study was undertaken within the North West

Province which has its seat of government based in Mafikeng-Mmabatho (this means that the Provincial Legislature sits in Mmabatho), and can be broadcasted to the rest of South Africa provinces.

The North West Province of South Africa has a common borderline to the north with Botswana, to the south with the provinces of Free State and the Northern Cape, and to the northeast and east with the Limpopo Province and Gauteng. Covering 118,797 sq km (45869 sq miles), the North West Province was created in 1994 by the merger of Bophuthatswana, one of the former Bantustans (or black homelands) with the western part of the Transvaal, one of four former South African provinces.

Map 1.1: Map of North West Province showing the district councils



Source: Statistics South Africa, Geographic Information Systems, 2005

1.11. RESEARCH ASSUMPTIONS

In this study it is assumed that it can easily be established as:

- most respondents, depending on their level of education, indicate that they would like the R-TV to be hosted in the North West Province;
- most respondents, depending on their age group, indicate that the proposed R-TV would benefit from the experiences of the old Bophuthatswana Television broadcasting;
- most respondents, depending on their level of education, indicate that Mafikeng as the capital city of the North West Province was the right place to house the Regional TV Broadcasting Service, because of the economic, educational and political influence in the city;
- most respondents, depending on their age group, indicate that the recent success of 'Tsotsi' actors from Mafikeng increased the motivation of the North West Province public to participate and invest in the television industry; and
- most respondents, depending on their age group, indicate that almost everyone within the province would be pleased to see regional television services introduced in the North West Province.

1.12. PROGRAMME OF STUDY

Chapter 1 provides a general introduction to the study and serves to give some background to the feasibility and viability of regional television broadcasting services within the North West Province of South Africa. The chapter highlights the background and the rationale, the research problem, the research questions, the aim and objectives of the study, its research design and significance. Delimitations and ethical considerations are also highlighted.

Chapter 2 is devoted to a critical literature review of models and examples of regional television services from various countries around the world. The literature review of communication and media theories is also explored.

Chapter 3 addresses a situational examination of public and regional television broadcasting in South Africa. Factors leading to regional television services, challenges facing the establishment of regional television (R-TV), language diversities within the North West Province (NWP) and benefits of R-TV to the NWP and Southern African Development Countries (SADC) are fully explored in this chapter.

Chapter 4 focuses on the research design. **Chapter 5** reports the research findings. **Chapter 6** deals with an approach or model for implementing R-TV services in the NWP. **Chapter 7** constitutes an overview of the study, the conclusions, and the limitations of the research, recommendations and a summary of the study.

1.13. CONCLUSION

This chapter began by providing a brief history of broadcasting and public broadcasting in South Africa, underlining the fact that broadcasting has been part of government since its inception. The chapter explained important television broadcasting concepts and analysed regional broadcasting. Consequently, the study argued, the purpose of the research is to (1) assess the feasibility and viability of regional television services in the NWP of South Africa in order to observe international precedents, informed by these and by contributions from media scholars, (2) to develop a framework for use in South Africa. While limitations to the study exist, it is likely to contribute contemporary knowledge to the scholarship of television broadcasting in South Africa. Extensive efforts have been made to ensure that the research addresses adequately the issues of objectivity, validity and reliability. The study has opted for both qualitative and

quantitative research methods, and will use semi-structured interview techniques and a questionnaire to collect information from secondary sources. Triangulation will be applied to strengthen its academic foundations. The resultant research product has the potential to be useful in understanding the establishment of regional television services in the North West Province, South Africa.

CHAPTER TWO

2. LITERATURE REVIEW

2.1. INTRODUCTION

Broadcasting has always been regarded as one of the main sources of ideology in modern western societies (the first world countries), and to a lesser extent in Third World countries (Tomaselli, 1989: 11). A national broadcaster offers services that deliver television or radio programmes to individuals with appropriate equipment for receiving that service, whether the delivery uses radio frequency spectrum, cable, optical fibre or satellite (South African Broadcasting Bill, 1998:18). This has become increasingly true of broadcasting in South Africa. The political, economic and social entity of South Africa shares attributes with both the industrialised countries of the West and the countries of the Third World. Broadcasting can be diagnosed as a new and powerful form of social integration and control. Many of its uses can be seen as socially, commercially and, at times politically manipulative.

This chapter describes and analyses the phenomenon of regional television services around the world. In addition, the chapter investigates regional television services developed by international countries, communities, also indicating how these are administered, financed and sustainable. The objective is to extract best regional television services practice from international communities, with the aim of the research study being to develop a local customized framework on establishing a sustainable regional television service in the NWP of South Africa. Best regional television services models from international experiences will be used to construct a regional television service framework for the South African community.

Regional television services form part of government's service delivery, the term used mostly in political spheres of South Africa. These services will address issues like language inequalities, social inequalities, government information dissemination and economic disparities in South Africa. Discussions on these aspects lead to an understanding of methods or modes of regional television and an appreciation of the full extent of establishing and sustaining regional television services. The study will examine other regional television services from different international countries in order to identify a model for the establishment of the NWP regional television services, notwithstanding the increased presence of public broadcasting services in the form of community radio services.

This section discusses the theoretical framework for the study and international precedents in the area of regional television broadcasting services. The review literature stated, strong logical relationships that existed between the different parts of the arguments, from various scholars, like the one of Neuman (2000: 22) which states that a literature review is not a list of reports with a summary of the findings of each, nor is it without a sense of purpose. It does, however, address the most important ideas, logically connected statements or findings and note discrepancies or weaknesses. It is therefore the aim of this chapter to identify the gaps that exist in the field with the hope of possibly finding solutions.

2.2. THEORETICAL FRAMEWORK OF TELEVISION BROADCASTING

2.2.1. Development and Dependency

Ghosh (2001) advises that development theory refers to the bridging of gaps by means of an imitative process in which the less developed countries gradually assume the qualities of the industrialised nation. The task of analysing the qualities to be imitated has been shared by economists, sociologists and political scientists, so that there are people who specialise in economic structures, others in human attitudes, some in social institutions and political development (Ghosh, 2001: 1). Whilst Ghosh (2001) maintains that 'although dependency is described as a form of unequal international relationship between the sets of countries, it is also considered further as two sets of communities in dependency and that is,

the centre or metropolitan and the other is called the periphery or satellite' (2001: 2). The metropolitan represents developed capitalism and the periphery represents the underdeveloped regions. This may also explain the causes of economic development and underdevelopment. This theory considers the fact that social and economic development of less developed countries (LDC) is conditioned by external forces which are nothing but central capitalism. The metropolitan regions are more powerful capitalists but peripheries are weaker and they also do not enjoy full bodied capitalism. It is also true that dependency carries academic, cultural, financial, market, human resources (HR), consumer, environment, military and policy dependency.

Servaes (2001: 41) considers the theoretical level as the dependency/disassociation theory which emerged from the convergence of two intellectual theoretical traditions: one called neo-Marxism or structuralism, and the other rooted in the extensive Latin American debate on development that ultimately formed the United Nations' Economic Commission for Latin America (UN-ECLA). Imperialist dependency is argued as one of the key factors influencing African leaders such as Julius Nyerere, as maintained by Nyerere (2000: 9), Kwame Nkrumah (1964: 34) and Leopold Senghor (1964: 18), who advocated the return to African-style of socialism. They believed that African countries remain poor because of their dependency relationship with western countries.

It is time that South Africans begin to equip themselves with more knowledge on (1) regional television services and (2) public broadcasting. The establishment of R-TV services is part of a bigger step that should be taken by our country to make sure that South Africa does not depend on the West (that is, through the BBC, CNN, ITV, etc.) for television programmes promoting South African culture, traditions and values. This study has identified that a more or less revolutionary transformation within the broadcasting industry in South Africa would be necessary in order to achieve the goal of establishing R-TV services for South Africans.

2.2.2. Modernisation Theory

Modernisation, according to Horace Miner (2002: 21), is a social process of which development forms part of the economic component of the particular country. If economic development produces the 'rising out-put' per head then modernization produces the societal environment in which productivity is effectively incorporated. It also involves the institutional disposition of the full resources of a society in particular, and its human resources.

For an economy to sustain its growth through its own autonomous operation, it must be effectively geared to the main components of the skill infrastructure and the value of superstructure in its societal framework. As a result, regional television broadcasting also plays an important role in the empowerment of the local economy of any community (Neuman, 2000: 22).

Underlying the dominant modernisation theory is the assumption that 'Third World' nations are poor as a result of internal political, economic and sociological problems and that these problems have little or nothing to do with their relationship with the outside world. Such development theories concerning Third World countries were first conceived in the 1950s in Europe (Kasongo, 2000: 31; Kumar, 2000: 77; Melkote, 2001: 20).

Modern theory tried to address the problems of population growth. The concept of capital was also expanded by modern theory to include health care and education, attitudes and institutions and the political factors were eventually given the important position they deserve. Modernisation has been seen variously as the attributes of history, as a specific historical transitional process, and as a certain development policy in Third World countries (Smith, 2000: 61).

Modernisation involves the use of technology and of scientific knowledge to specify ways of doing things in a reproducible manner. Here knowledge intervenes in knowledge itself in order to generate higher productivity. It has been said by scholars like Sunkel (2000: 32) that nationalism of development is a force of national affirmation, an aspiration to self-determination and sovereignty, a desire to participate in the benefits and creation of modern and universal culture and science, the desire to attain liberty, democracy, equality of opportunities and well-being which are enjoyed by the more industrialized countries than by less industrialized countries.

Modernity is also an institutionalised search for more knowledge, information and expertise which becomes essential when addressing a good deal of skills issues within the country (Susan & Feinstein, 2003: 75). Dependency includes issues such as aid technology, foreign capital trade and better human capital formation.

That is why in South African languages, as stated in the constitution, should be represented in public broadcasting. If information is broadcast in a mother tongue, it will be better understood and the individual will associate ownership of that message with himself/herself.

2.2.3. Multiplicity Theory

Drag (2003: 150) maintains 'that the strategies of a multiplicity approach are normative, which pursue a problem, find solution, change state of affairs and also implies that they relate to the understanding of what development should be and how it could be implemented'. This discussion is crucial in that it serves to facilitate understanding of how 'another development' that differs from the preceding one which exists in two theories. These criteria were first articulated by the Dag Hammarskjold Foundation in the 1980s in Sweden and the Green political movement in Germany (Servaes, 2001: 42). These criteria are: basic needs; self-reliance; ecology; participatory democracy as the true form of democracy; and structural changes.

Emmanuel Kasongo (2000: 36) observes that 'the beneficiary-driven development model clearly presents the steps through which a beneficiary community has to go in order to achieve its development goals'. This model envisions the citizens of beneficiary communities acting collectively in the following key steps of the development process: problem identification; alternatives identification; alternatives adoption; planning; implementation; reflection and projection.

2.2.4. The Disassociation Theory and the notion of Nation-Building

According to White (2001b: 1), 'the theory of dependency and disassociation uses logic of a political metaphor whilst development is conceived as a strategy of mobilizing and motivating a population, through a process of collective decision making to form a nation'. Therefore, nationhood is considered to be central to the development process.

Kohn (2003) maintains that 'growth of nationalism is the process of integration of the masses of people into a common political form whereas nationalism therefore presupposes its existence in as far as ideal of a centralized form of government is concerned over a large and distinct territory'. Benedict Anderson (2001: 9) observed that no more arresting emblems of the modern culture of nationalism exist than cenotaphs and tombs of unknown soldiers. This historicist way of defining a nation is also reflected in Teer-Tomaselli's (1998) argument that 'national mythologies devolve into a series of motifs or elements and those they commonly follow a set pattern'. Friedland and Rosberg (2000: 4), on the other hand, elaborate that it was in these circumstances that an African form of socialism began to emerge. A myth of an African socialism developed as political leaders sought a doctrine to replace the outmoded unifying influence of anti-colonialism. Anti-colonialism had been a powerful force for organising the African people during the pre-independence era.

The beginning of independence in Africa brought about a need to find new doctrines that would continue to unify the African population. The central dynamics of development in this theory involve mobilisation of people to form the nation-state, and the formation of groups of people with the will to command development, especially economic development. Nyerere (1964: 246) draws a distinction between African socialism, Eastern socialism and capitalism in order to influence his people to return to their own traditional lifestyle, different from that of advanced nations. This corresponds with Tom Mboya's (1998: 250) concern that copying western nation's lifestyles threatens the very attempts made by African leaders to build their nations.

It is believed that within the disassociation theory, the mass media are useful in the development of national pride, which in turn influences nation building. Mass media and regional television services serve the purposes of status enhancement, pride and acquisition of financial resources. Television services have been used in helping to acculturate and socialise communities. Nation building within SA requires more local television broadcasters like under studied R-TV services within the NWP of South Africa. Through R-TV services such as community services and projects, provincial and municipal service delivery are covered (Tehrani & Tehrani, 2000: 34).

2.3. INTERNATIONAL PRECEDENTS

An assessment of regional television services in the global environment indicates that it is possible for a country like South Africa to establish R-TV services. This relies on the acquisition of skills, funding and a sustainable model. There are a number of lessons to be drawn from international experience, (1) the establishment of R-TV involves government participation in collaboration with that of private business entities and (2) individuals must be trained in proven human and technical regional television service models or methods. The combination of well-resourced technical skills and an efficient R-TV model qualifies the establishment of regional television services.

However, this study has identified several practices regarding the establishment of regional television services from the international environment: (1) the global television environment uses universities in partnership with business and communities to protect the sustainability of the R-TV services, (2) international community's use partnerships comprising academic, public and private business. The intention of such partnerships is to share the burden of regional television from the ground and to encourage forward-looking initiatives that partnerships are best able to harness, (3) R-TV can be established with the help of a model supported by international precedent.

This study observed that skills development which is training within the television industry, both at national and regional level, poses a great challenge to the sustainability of R-TV services. Regional television services could be enhanced by adopting compartmentalisation and by installing quality equipment. These best practices are used complementarily and form a multi-layered approach to R-TV services. In Europe, regional television broadcasting services are generally understood as being off the network or disconnected broadcasts by regional centres belonging to or ascribing to national channels: that is, regional news disconnections broadcast by some national channels such as RAI-3, France region-3 (now called France 3), the BBC or TVE, along with some magazine type programmes in the best of its cases (Lopez & Garitaonandia, 2001: 5).

However, these expressions of regional TV do cover the local TV experiences, which do share with the latter the fact of basing their existence on the physical and referential proximity of their viewers. In France, R-TV is called 'télévision de proximité' meaning television to the proximity. Viewers reward such proximity TV with high audience figures as in the case of France 3 which is a national TV service. Regional and local news has experiences of continued audience growth where the share in 1997 was 42% of local news coverage (Berkman, 2000: 90).

Research has shown that European countries have regional television services that broadcast a full day's programme (18 to 24 hours) service. Many central European countries have a number of smaller television stations which broadcast a few hours a day and are linked up with larger companies to provide a sustainable service, for instance, Independent Television Stations (ITV) in the United Kingdom and regional centres in France, which are linked to the French national broadcaster (TF1) (Leeds, 2003: 68). These larger companies continue to broadcast when regional television stations stop.

Non-Commercial TV in the US first emerged as carefully nurtured offspring of the Ford Foundation and later as the adolescent stepchild of the Carnegie Corporation in 1967 (Berkman 2000: 90).

In the following section, countries with long established regional television services are discussed.

2.3.1. United Kingdom

In the United Kingdom (UK), public regional television is broadcast by the public broadcaster, the British Broadcasting Corporation (BBC), as part of its mandate. The BBC is the largest UK public broadcaster. It runs two national television channels (with national and regional sub-divisions), five national radio stations, cable and digital TV channels, and more than 40 local radio stations. Additionally, the Corporation has global enterprises in television and radio as well as a broadcast monitoring service (Merham, 2001: 73).

A study conducted by the United Kingdom's Independent Television Commission (ITC) and the Broadcasting Standards Commission (BSC) showed that the audience felt that the following views should be adhered to in regional broadcasting, namely:

- regional news is essential and valued by everyone. For most people, it is the main source of information about the area in which they live;
- aside from the news, viewers are most interested in regional current affairs, regional sport and local history programmes;
- quality is more important than quantity;
- regional broadcasting should not be left solely to the public broadcasting services neither do they want it relegated to a separate digital channel, but people felt that it was important to retain it on free-to-air channels where people could 'stumble' across it, and
- the need for investment and competition to keep regional television lively and healthy is recognised (Sancho, 2002: 20).

Over the years, the Institute of Local TV has worked to define and establish criteria for the introduction of regional TV services in the UK. Its research has been extended to consider European, North American and Australian approaches to regional TV services. The following three important factors have emerged from a study by Rushton, (2002: 187) and are common to many of these regional TV operations:

- 'regional television services are independently organized for each distinct area they serve, with local formula;
- participation and local involvement are an important and highly valued quality in a regional television service; and
- regional television service is distinctive in representing the cultural and commercial identity of each area'.

There are essentially three different ways in which television can be financed in many countries. This is through (1) commercials, (2) compulsory fees payable irrespective of viewing habits and (3) through subscriptions payable in accordance with the channels or programmes viewed (Graham, 2001: 62). The Manchester University Press on the BBC and Public Broadcasting Services (2003: 46) notes that 'PBS tax is like a poll tax, it is so much of a national unity,

because it makes things easy for PBS to reach almost everyone, rich or poor; for example, it took the US TV decades to reach certain parts of the country'. But in Britain, the BBC, because of the licence fee, reaches parts that other instruments of social democracy cannot reach, such as the police, the army, legal and educational bodies. In Scotland, for example, differences in religion, law and education have been ironed out by the BBC.

Monroe and Raboy (2003) describe programming in the United Kingdom (UK) as having four basic principles that lend definition to regional TV services. These are universality, diversity, independence and distinctiveness. By universality is meant that the service should be accessible to every citizen and address interests of the entire population. Its programmes should be popular to the whole nation. On the other hand, programmes should be diversified in terms of genre, audience targeted and subjects discussed. It is important to note that the independence of PBS should be a forum where ideas, opinions, information and criticism circulate freely with no commercial or political influence. Distinctiveness is important - the public must be able to distinguish PBS stations from other commercial stations (Monroe & Raboy, 2003: 4).

2.3.2. Germany

Regional television (R-TV) in Germany is characterised by regional programming carried on Channel III through a dedicated window between 17:40 and 20:00 (Mendel, 2000:24). The public service broadcasting organisation (Anstalt) in Germany resembles to some extent the BBC system. All regional corporations together founded the Arbeitsgemeinschaft der Rundfunkanstalten Deutschlands (ARD) and contributed according to their size to the first TV channel. In addition, they organise a regional programme independently that offers regional news and more culturally and educationally oriented programming (Alvin, 2000: 51). The public corporations have a system of mixed funding. They receive a proportionate share of the revenue from licence fees. These funds can be supplemented to a limited extent by income from advertising (Kleinstauber & Thomas, 2000: 25). As a result, the German funding model is similar to South

Africa's SABC, receiving funds from advertising, government, sponsors, donors and licences.

2.3.3 France

The Conseil supérieur de l'audiovisuel (CSA) is the French Broadcasting Regulator, a statutory body established on 17 January 1989. French Television was a state monopoly for many years but as from 1982, under the socialist government, this monopolistic, over the air public TV Company began to compete with other stations and now supports cable and satellite channels. At that time, France 3 had to broadcast in 24 regions providing 19 local news programmes per day in regional and local windows. The regional windows for both channels were produced by local units whose budgets were independent of the government. Paris Premiere is one of the regional TV stations and was originally an-urban channel broadcasting to Paris and Parisian regions, as observed by Miguel de Moragas Spa, Carmelo Garitaonandia and Bernat Lopez (2001: 131). The channel's expansion programme is to broadcast abroad like the BBC and CNN. Despite the expansion of its coverage, the channel is also interested in preserving slots that deal specifically with life and news in Paris (2001: 13).

French public regional television services are offered only on France 3. France has been running public regional television services for more than twenty years. Their regional television is provided through regional centres in the main cities by broadcasting in regional windows within a national grid of programmes. Its main characteristic is the provision of regional programming including news. The funding model adopted in France is a mix of government funding and limited advertising revenue (Thompson, 2000: 7). The French funding model thus also depends on advertising, sponsors, government subsidies and donors.

2.3.4 Poland

The Polish broadcasting landscape is made up of 250 national and regional radio stations and about 70 television stations. Public television (TVP SA) operates two national channels with 11 regional offices broadcasting local programming and special ethnic minority television programmes produced in the minority languages by regional stations. Competition comes from the national commercial channels like the Polsat TV, TVN (ITI Holdings) and Channel 4. There is also Catholic Puls TV, coded RTL 7, Canal Plus, and Wizja TV and approximately 500 cable television operators with more than two million subscribers (Polish Broadcasting Act, 2002: 26).

Regional television in Poland is broadcasting through regional centres. The purpose of these centres is to create special forums where public debates about regional problems and the functioning of local and national government are discussed. In the main, regional programming consists of local news, special reports, documentaries, touring, educational programmes, children's and magazine programming. The audience reach of regional television is approximately 82% of Poland's population and it broadcasts a total of around 7, 3 hours of programming per week (Pieklo, 2002: 26).

It is clear that in most countries, the main rationale for the existence of public R-TV broadcasting services is to encourage national and regional diversity, providing opportunities for minority languages to gain coverage. Therefore, regional broadcasting television services are provided by free-to-air broadcasters rather than by subscription services (Drag, 2000: 94).

2.3.5 Austria

Austria has 8 million inhabitants and a surface area of 83 000 km². It gained its independence from Germany after the Second World War. Today, it is a parliamentary, democratic country with a long tradition of strong parties and so-called 'social cooperation'. From an economic point of view, Austria is currently

one of the richest countries in the world (Miguel de Moragas Spa, Carmelo Garitaonandia & Bernat Lopez, 2001: 31).

In Austria, R-TV is understood as consisting of programmes produced by ORF (Osterreich Rundfunkund Fernschen, the Austrian Public Service Radio and TV Network) in the 'Landers' studios and broadcast throughout the country. The development of R-TV has taken place in a tug of war between centralising and decentralising forces. Between 1966 and 1974 the 'Landers' studios in upper Austria, Salzburg and Vorarlberg were extended and production of programmes began. The years 1974 to 1984 were characterised by the growth of regional studio productions. In 1980, the regionalisation of TV officially got underway, which involved growth of independent productions. Between 1984 and 1994, the audience of the ORF news programmes was between 11% and 26% (in Vienna and Salzburg), representing a share of between 39% and 80% of the population. During the years 1994 to 1997 debates on privatisation of some channels started amongst some government TV officials. An increasing number of new programmes such as regional debates appeared on various channels (Miguel de Moragas Spa, Carmelo Garitaonandia & Bernat Lopez, 2001: 131).

2.3.6 Norway

Norway provides special opportunities for research on the impact of new television options. Until recently there was only one national television channel in the country. Although in some regions it was possible to receive Swedish signals, the main television diet until the advent of cable networks and satellite technology was provided by a single channel. There was also only one radio channel in Norway until the early 1980s (Gullestad, 2001: 66).

Norway seems to have been and still is (in the 1980s and the early 1990s) in a take-off situation from territoriality to distancing as a dominant symbolic form. According to anthropologist Marianne Gullestad (2001), 'Norwegians have traditionally been people depending more on territoriality than on distancing as a

mode of thought and conduct'. The change from mostly territoriality to mostly distancing is taking place at this moment in many people's lives. Having moved to cities or finding themselves in rapidly changing rural centres, they are learning how to cope with these changed circumstances (Gullestad, 2001: 66-67).

The differentiation of radio and television is part of the structural change behind this general shift from territoriality to distancing. From 1981 to 1986 experiments were conducted with community radio and television in Norway, as well as with satellite television. Some of the geographical communities involved in these experiments provide excellent cases for research (Hjort, & Prehn, 2002: 17).

With urbanised Europe as a basis for comparison, both Elverum and Jevnaker are rural centres where aspects of territoriality dominate. This is the case also when the sites are compared to the larger cities in Norway. But in relation to the countryside surrounding the two municipalities, both are more influenced by distance. The point here, however, is not the exact position of these two rural centres on a general scale, but their relative position to each other. Elverum is, with this perspective in mind, more marked by distancing than Jevnaker. It is neither important nor necessary, however, to determine the exact quantitative difference regarding distancing in this example. The important factor becomes that the difference between Evnaker and Elverum municipalities is that both demonstrates two stages in the general move from territoriality to distancing as a dominant symbolic form (Prehn, 2000: 6). During the first half of the 1980s cable networks were installed both in Elverum and Evnaker's studies of regional television services.

2.3.7 United States of America

Public Television Broadcasting Services came to the US in 1962 as part of the Carnegie Commission, with the goal of gaining federal support for building new stations through the Educational TV Facilities Act (Public Law of 87-447). This

was the first direct federal aid to non-commercial broadcasting (Engelman, 2000: 13).

2.3.7.1 Michigan State University Broadcasting Services (United States of America)

A regional television station in Michigan State called WKAR-TV, which is also an educational broadcasting station, was licensed to the board of Trustees at the Michigan State College (MSC), which one year later became Michigan State University (MSU). This went on air on January 15, 1954. At that time, the Federal Communications Commission (FCC) authorised the construction of the college's new educational television station on UHF Channel 60, with the call letters of WKAR-TV, under the Department of Television Development in MSU (Hannah, 2003: 1).

MSU's digital television station began broadcasting on 15 January 2004. WKAR-TV, broadcasting on channel 23, is mid-Michigan's public television station. The station produces numerous programmes on state issues versus local issues as well as broadcasting a diverse schedule of programmes from PBS and other sources. WKAR-TV broadcasts in stereo, with closed captions for the hearing-impaired. Descriptive Video Service (DVS), which describes visual action for the sight-impaired, is also provided when available. More than 100 000 households served by the Comcast cable system can watch the station 24 hours a day (Bloodworth, 2004).

KAR3 is a channel on WKAR-TV that offers 'Create', a 24-hour lifestyle channel, featuring travel, cooking, gardening, craft and home renovation programmes to Michigan State communities. It is one of three channels from Broadcasting Services providing additional programming on Comcast cable systems serving the Greater Lansing/East Lansing/Meridian area. KAR4 is a 24-hour TV service featuring educational offerings for teachers and the academic world on channel 29 (East Lansing/Meridian only) (Servaes, 2000).

Mosbacher and Sikes (2002:12) observe that 'the majority of residents in Michigan State receive over the air coverage with PBS signal from public stations listed either to educational institutions or to WTVS-TV in Detroit, which latter is licensed to the Detroit Educational TV Foundation, a non-profit community supported educational organization'. In addition to these full service stations, several public TV translators also provide signals to parts of the state, while signals from the adjoining states can also be received along the common boundaries.

All areas without signal were in the Upper Peninsula of Michigan (North-West) and the East Upper Peninsula of Michigan State. This meant that people from these areas could not receive any signal from WTVS-TV (Mosbacher and Sikes 2002: 12).

WKAR-TV programmes had regular viewers. Nineteen percent of households reported regularly viewing the most popular programmes from Channel 60 TV. Its programmes received higher preference indicators than commercial TV did from these Channel 60 households. The channel 60 households represented all degrees of formal education but there was a slightly smaller proportion in the 0-8 years' formal educational group. Channel 60 households surpassed the other groups in the proportion within the 30-60 age groups. A survey conducted in 1956 by Merrill (2003) maintains that '90% of all Lansing households had TV sets. 15% of all Lansing households received WKAR-TV with a good signal'. The fact that a programme which was presented live over an educational TV station had attracted a large audience but had a smaller audience when played as a recorded programme was regarded as an achievement by WKAR-TV (Merrill, 2003: 3).

It is important to note that there is no special audience for educational programmes around Michigan State, in those restrictions such as age, income and number of persons per household fail to distinguish the channel 60 TV from non-channel 60 TV households. While minor differences do occur it is not clear

whether they are statistically significant. The factor of the greater cost of UHF as compared to VHF reception appears to have more than enough effect to account for these differences. Thus there are no special characteristics to indicate the existence of a unique educational TV audience (Mosbacher & Sikes, 2000: 45). Moreover, the channel 60 TV households cannot be distinguished according to certain aspects of viewership. Viewing of TV requires roughly a number of people for an equal amount of time for both channel 60 and non-channel 60 household's viewers in Michigan State. The same is also true for both groups when viewing of a specific commercial TV programme is considered (Mosbacher & Sikes, 2000: 45).

Educational TV in Lansing (Michigan State) has attracted audiences of relatively substantial proportions on channel 60 because programmes offered here can stand on their own merit. Households are willing to tune out the commercial competition in order to view them. Channel 60 households are those fully equipped with TV sets and able to receive UHF channel 60, the frequency band carrying only programmes of WKAR-TV is available in the area owned by Michigan State University. Households not viewing channel 60 are those which are equipped only to receive one or both local TV stations, that is, WJIM-TV on VHF channel 16 and WTOM-TV on UHF channel 54 (Merrill, 2003: 6). KAR2 is a 24-hour service of public TV programmes featuring children's shows during the daytime and educational offerings for teachers at night.

A profile of WKAR called *A Historical Perspective* (A WKAR Newsletter) 1954-2004 (2004: 41) maintains that 'the beginning of 1995 saw WKAR also encouraging area children to explore their writing and illustration talents in a contest sponsored by the PBS programme *Reading Rainbow*. Local programming took a nostalgic turn with the premieres of *Things Not Here Anymore* (1995: 22) and *Things Not Here Anymore II* (1996: 51), observing local area landmarks that no longer exist through interviews, photographs, and home movies. Remembrances included The Hotel Olds, The Dells at Lake Lansing, Knapp's Department Store, Washington Avenue as it once was, home

milk delivery services, and various MSU sites such as the ice skating rink at Demonstration Hall.

WKAR also debuted a new 'station' in March 1996 with the premiere of the cable-only channel KAR2's offering PBS children's programmes in the evening so that parents and children could watch them together. Throughout the decade, WKAR participated in PBS outreach efforts including *Operation Earth*, *All Together Now* (examining difficulties faced by youth and their families), *Breast Cancer Awareness*, *Prostate Cancer Awareness*, *Mister Rogers's Sweater Drive*, *Moyers: Close to Home* (dealing with addiction and recovery), and *On Our Own Terms: Moyers on Dying in America*. The station offered companion viewer kits, held town meetings, aired public service announcements, and designed expanded websites to enhance these topics (A Historical Perspective, 2004: 42). WKAR-Television had professional Plante Moran PLLC Independent Auditors auditing them for the year 2006, for example, and the letter together with notes for financial statements for reporting to the Board of Trustees provides all details. The station is funded from Michigan State University, Corporation for Public Broadcasting, Contract services, programme underwritings, donations, memberships, equipment rentals, endowments, investments and other individual contributions (Hamilton, 2007: 17).

2.3.8 Nigeria

Broadcasting in Nigeria started as an experiential for radio by Britain in December 1932 in Lagos. By 1949, broadcasting was flourishing and led to the inauguration of the Nigerian Broadcasting Service (NBS) in 1951. As a result, rural (regional) broadcasting started in West Nigeria in 1959, in the East in 1960 and in the North in 1962, where special broadcasting service was in local governments. Around the 1950s, about 11% of indigenous programmes were translated into nine languages, i.e. Hausa, Yoruba, Ibo, Fulani, Kanuri, Tiv, Ijaw, Edo and Efik, all mother tongues of significant sections of the national population (Ladele, Olu, Olufemi & Lasekan, 2003: 86).

Between 1960 and 1964, Britain had about 36 local radio stations operating as commercial and private services in Nigeria. In 1985, local leaders used the access to rural broadcasting to devour information to justify their continued claims to local leadership. However, a study by Onabajo, (2001: 29) on the Badagry LG area of Lagos revealed that broadcasting personnel did not involve their local communities in the planning and execution of development oriented programmes meant for the public.

On the other hand, Joseph Okechukwu Ofor (2000: 143) observed that 'the Nigerian TV Authority (NTA) stated in 1977 that all programmes should be multicultural and diverse and should broadcast government programmes to the doorsteps of various communities'. In total, 27 regional (rural) TV stations were established by the NTA at that time with the mandate to roll out government programmes closer to the interests of the public. Personnel for the new stations were transferred from the NTA in big cities to rural areas to work on the regional stations.

In the 1950s, the NBC stated that TV was a luxury which the country could ill afford at that time. However, TV developments in other places and the possibilities which it offered were strong attractions and could not be resisted for long. Two years before the country's independence, discussions about TV filled the air. As alluded to by Lasode (2002), 'the regional governments in Nigeria took advantage of the constitutional provision which had made broadcasting a local subject and they started plans for both PBS and commercial TV stations in their regions'. The West regional government notified the federal government that it would establish four TV stations within its area of authority and applied for four frequencies in Band 1. Stations were to be located in Ibadan, Ikeja, Abeokuta and Ijebu-Ode. However, since the regional governments were going to operate commercial TV stations of their own, NBC decided that the long term interests of PBS in the country made it desirable to accord a very high priority to the establishment of a national TV service, but it did not intend to embark on TV at

the expense of the consolidation and development of its regional TV services (Olu Ladele & Olu Lasekan, 2003: 101).

In April 1962, under the call sign of the 'Nigerian TV Service', Channel 10 of Lagos was established. The station transmitted programmes only for four and half hours. These programmes consisted of 45 minutes of live shows and news, and 30 minutes of foreign films. The period of transmission was gradually extended to two and half hours and later to five hours every evening (Faroumbi, 2001: 64).

The federal government established the Nigerian Television Service in Lagos in 1962. The development of television broadcasting reflected regional and federal politics and desires. Each of the 21 Nigerian states opted for its own radio and television stations. Over the past 25 years, 34 television stations have been established in Nigeria at a rate of 1, 5 stations per year. There is increased diversity of choice of TV channels and oil revenues have assisted in increasing the number of television sets. There are currently 80 television channels operating in Nigeria, including federal and regional stations (Melkote, 2001).

Obafemi Lasode (2002: 94) maintains that 'in 1977, when the NTA was inaugurated there were 10 TV stations in Nigeria and in December 1979, the number had risen to 19 with one TV station in each state capital, except Ikeja, the capital of Lagos'. The first NTA regional TV stations to be established at that time were:

- NTA Maiduguri (Borno State)
- NTA Bauchi (Bauchi State)
- NTA Makurdi (Benue State)
- NTA Ilorin (Kwara State)
- NTA Minna (Niger State)

Public broadcasting is provided by the Nigerian Television Authority (NTA) which was established in 1977 and brought all ten existing stations under the Federal Government of Nigeria. There are now approximately 27 stations operated by the publicly run network, the NTA. Under it, 26 of Nigeria's 30 constitutional states operate their own TV stations, 18 of which are TV Africa affiliates (Russell, 2005).

Faroumbi (2001: 73) maintains that 'Nigerian regional television services have been financed by the Federal government, regional governments which are called 'states' and have also used advertising to fund regional television. Each regional television station has an independent board consisting of community members'. The chairperson of the regional board forms part of the Federal Broadcasting Committee. This addresses the issue of each state being represented at federal government level. Hence, each regional television station has a CEO who runs the day-to-day issues of the station (Faroumbi, 2001: 73).

Programme output on Channel 10 showed a remarkable blend of light entertainment programmes, women's and children's programmes, news and current affairs, sport and cultural programmes. In March 1965, religious programmes for Christians were introduced, including two series of educational programmes in English. NBC-TV decided to go colour in September 1975 (Lasekan & Olufemi, 2003: 102) and began to send out colour signals, to the delight of the viewing public. On 1 April 1976 the federal government took over all TV stations including the NBC-TV, but it allowed each station to function under its board of governors until the Nigerian TV Authority came into existence in April 1977. The Nigerian law imposed on the NBC stated clearly that all stations under the NBC should cover national, regional and local programmes (Obafemi Lasode, 2002: 97). The Nigerian experiences deserves a deeper investigation into how it was achieved as it stands to provide analogous South African endeavours not only with qualitative benchmarks, but also with potential problem-solving strategies; strategies that are, contextually-speaking, closer to home than instances of regional television in the first world countries of Europe.

2.4. CONCLUSION

This chapter began by defining and describing regional television broadcasting services in South Africa and in other countries. It was revealed that regional television broadcasting services deliver television programmes to individuals who have the appropriate equipment to receive such a service, whether the delivery uses television frequency spectrum, cable, optical fibre or satellite. These services address issues such as language inequalities, social inequalities, government information dissemination and economic disparities in South Africa.

The study investigated examples of regional television services, their challenges, finances, programming and social benefits in various countries around the world. Communication theories that have influenced public and regional television broadcasting services to communities were also elaborated on in this chapter. In conclusion, the discussion in this chapter reveals that regional television services have been and are still a challenge for many countries. Those countries that have R-TV services have made huge efforts to achieve them and those without (some of them) are still trying to identify a model from developed countries that they can successfully implement.

CHAPTER THREE

3. TELEVISION BROADCASTING SERVICES IN SOUTH AFRICA

3.1. INTRODUCTION

'It is high time that Whites, the whole population also got a slice of the pie, seeing that there are so many programmes being planned for historically disadvantaged communities viewers' (Haddey, 2003: 13). Regional television services, according to Amanda Valdez (2002: 32), include the following:

programmes which describe contributions from the minorities to mainstream nation, programs that depict the diversity of minority communities, lifestyles and cultures, programs that depict the struggles of other cultures around the world, programs that depict the histories of communities across the nation and efforts at presentation of minority neighbourhoods, and science programs for children that start at preschool levels and go beyond 'Takalani Sesame'.

3.2. TELEVISION BROADCASTING SERVICES IN SOUTH AFRICA

The SABC was asked by parliament to pioneer the regional television model in South Africa in 1996, which the SABC did not execute this mandate well. Its programming was spread through SABC 2 as splits on weekdays, broadcasting mostly news and information specifically focussed on and in languages of the targeted provinces. This service was discontinued as a result of financial constraints (Bourgault, 2001: 85).

Reith observes in Thompson (2000) that 'public broadcasting service has four elements, which are: (1) the rejection of commercialism; (2) the extension of availability of programmes to everyone in the community; (3) the establishment of unified control over broadcasting and (4) the maintenance of high standards; 'the

provision of the best and the rejection of the hurtful'. The fact that the SABC was used to support and legitimate the apartheid regime (Teer-Tomaselli, 1999: 2) at the expense of the majority of South African citizens is reason enough to justify the claim that public service broadcasting as understood by Reith can only work successfully in cases where there is total political stability, democracy and a high economic level. This claim is supported by Teer-Tomaselli and De Villiers (1998: 154) who argue that the recommendations made by Reith on how best to improve the services of the SABC seem not to apply to the South African situation. The structure of the SABC was outlined in the Broadcasting Act of 1936. The act, based on the Charter of the BBC, assumed a consensus between English and Afrikaans speakers which in fact did not exist at the time. Clearly, Reith was unaware of the degree of conflict which existed between the two language groups, and the political tendencies they represented, not to mention the implications of excluding black audiences (Teer-Tomaselli & De Villiers, 1998: 154).

This underlines the difficulties of implementing conventional public broadcasting principles, especially in Africa where there are always vested interests in broadcasting (Bourgault, 2001: 103). Realistically enough, Raboy (2003: 7) maintains that even broadcasters themselves have vested interests. Discussing the issue of vested interests at the political level and referring to the Zimbabwean situation, Zaffiro (2000: 20) observed that 'the Zimbabwean Broadcasting Corporation (ZBC) has failed to live up to the post-independence promise of helping to make politics transparent by creating a public sphere in English soundtrack and that whenever M-net failed to do so, they would offer the transmission time to any of the local broadcasting services programme would be informed about this well in advance'. Considering that the local broadcasting services provided the microwave links free of charge, M-net would transmit local broadcasting services programmes free of charge (McDonnell, 2001: 22). South Africa has common activities with these countries in the desire to encourage regional diversity and create opportunities for certain languages, such as marginalised indigenous official languages that are spoken by large sections of the population in certain regions (Drag, 2000: 94).

3.2.1. An overview of the former Bophuthatswana Television (BOP-TV) services

In June 1983, the office of the President of Bophuthatswana homeland, President Lucas Mangope, confirmed that the Bophuthatswana government's cabinet committee would investigate a proposal for a commercial television service beaming to Pretoria and the Reef. According to the Bophuthatswana cabinet committee, the television service would among other things, do the following:

- attract national and regional advertising at lower rates than SABC-TV;
- develop an independent programme network; and
- transmit daytime educational programmes in Setswana and use all three official languages, that is, Setswana, English and Afrikaans, for its general service (McDonnell, 2001: 25).

As observed in the *Sunday Times* (November 1983) 'the news spread like wildfire in November 1983 from different newspapers that the Bophuthatswana government has been given green light by the Pretoria government to beam its proposed television service to a number of black areas in South Africa, but on a strict proviso'. In terms of an agreement signed between the two governments in Pretoria, it was decided that the South African government would be entitled to extra revenue from the Bophuthatswana government if the new television station captured too large a slice of the viewing market. At the same meeting, the Pretoria government agreed to lease distribution facilities to Bophuthatswana in other areas, mainly black townships in the Pretoria-Witwatersrand-Vereeniging area (PWV) and the Orange Free State, subject to conditions stated in the agreement (McDonnell, 2001: 33).

The agreement recommended that a full television service in English and Setswana should be relayed from the transmitter in Garankuwa, north-west of Pretoria from January 1 1984 (Kgomongwe, 1983). Kgomongwe notes that they

received the assurance from the South African government that there would be no restrictions placed on them as far as running their television service was concerned, and no undermining of Bophuthatswana's authority in any way (ICASA, 2001: 17).

The former Bophuthatswana television services reached as far as Cape Town. The South African *Sunday Times* reported in December 1983 that Cape Town-based Bophuthatswana television services definitely reached its citizens in Cape Town. Some reports suggested that the four million SABC TV viewers in the PWV area would get the best American and European shows on a Bophuthatswana television service or channel. Manuel Correia from the *Sowetan* (April 7 1984) observed that Whites' demand for special Ultra High Frequency (UHF) aerials in the Johannesburg area had increased, and there were indications that the station's signal might have to be strengthened in several areas, which could conceivably lead to more spillage. The Bophuthatswana television service was given a transmission on UHF (Channel 37 in Johannesburg and Channel 36 in Pretoria) whilst the SABC-TV was given the Very High Frequency (VHF) channels (IBA, 1998: 16). This means that the SABC could be received by more communities than BOP TV because UHF is a lower frequency than VHF.

3.3. TRANSFORMATION WITHIN THE SOUTH AFRICAN BROADCASTING CORPORATION

There were important changes in patterns of institutional decision making in South African broadcasting policy in the course of the 1990s. During this period, the independent 'civil society' groups had significant input in shaping agendas and seeing important political concessions from both the National Party (NP) and the African National Congress (ANC). As a result, during the inquiry process in 1994 and 1995, policy formulation took place largely independently of government direction (RSA, 1997: 18). This process was, relatively compared to the South African past comparative international standards, a remarkably open,

consultative and deliberate undertaking which drew on a diverse public sphere of opinion and interests. The policy review undertaken from late 1997 through to the middle of 1998 produced draft outlines of broadcasting legislation which significant revisions to the blueprints developed between 1993 and 1995 (Maphai, 2003: 17).

Compared to the 1994-1995 inquiry process, the media for participation and political representation were reshaped during the 1997-8 policy review. This largely reflects the broader restructuring of the relationships between the state and civil society as the ANC consolidated its authority, and was therefore able to negate certain features of power sharing agreements which were put in place in large part to protect the entrenched interests of privileged minorities (Maphai, 2003: 25). As Horwitz (2002) reiterated, 'while there remains widespread support for decision making processes which extend beyond the confines of elected officials by including a broad range of interests in consultative policy 'forums', the dimensions and means of access to these forums have been significantly redefined'.

Civil society organisations formed in a period of political opposition during the 1980s and early 1990s have been transformed into formal interest groups and stakeholder organisations as a condition of gaining access to bureaucratic decision-making structures. While this transformation might be interpreted as a diminution of popular participation in broadcasting policy, it should certainly be acknowledged as an inevitable outcome of the establishment of legitimate political structures of representative democracy in South Africa. In fact, this became a reflection of the structural changes through which most South Africans have acquired much greater political influence and more effective means of political representation (Seekings, 2001: 9). As a result, many communities started to receive television broadcasting services which brought more information and knowledge to South Africans on economic, social and political matters.

3.4. REGIONAL TELEVISION SERVICES IN SOUTH AFRICA

This study explores the statement by the Broadcasting Amendment Act 64 of 2002 ('the Broadcasting Amendment Act') inserted in section 22A of the Broadcasting Act Section 22A (1), which places an obligation on the SABC, in performance of its public service mandate as set out in sections 10(1) (a) and (b) of the Broadcasting Act, to apply for a regional broadcasting licence within nine months of the commencement of the broadcasting Amendment Act. The Broadcasting Amendment Act came into effect on 7 March 2003. The SABC's application for a regional broadcasting licence had to be submitted by 8 December 2003. This indicates that the SABC acted immediately after the broadcasting bill was amended by parliament of South Africa. The debates on regional television services in South Africa were opened to all SA communities with media specialists, academics, media houses and other stakeholders making submissions to ICASA.

Sections 10(1) (a) and (b) of the Broadcasting Act provide that 'the public service of the SABC would make services available to South Africans in all the official languages' and that these must 'reflect both the unity and diverse cultural and multilingual nature of South Africa and all of its cultures and regions to audiences'. It would seem that the legislature intended the SABC to meet the above objectives by broadcasting regionally, as an obligation is placed on the SABC to apply for a regional broadcasting licence. It is unclear whether the obligation on the SABC in terms of section 22A (1) of the Broadcasting Act places a reciprocal duty on ICASA to grant a regional broadcasting licence to the SABC, notwithstanding the non-viability thereof.

As a result, ICASA sent out invitations to all broadcasting stakeholders and broadcasters to submit their proposals on the inquiry into both regional and local television. SABC, Midi Television known as 'e.tv', National Association of Broadcasters, Primedia, Sentech, NCRF, Orbicom, to mention but a few, submitted their views to ICASA (South African Broadcasting Act, 1998: 21).

3.5. CAPACITY AND SUPPORT FROM PROVINCIAL GOVERNMENT IN HOSTING R-TV

3.5.1. SA TV Audience Survey

A point to note here is that total audiences per channel are prone to 'double counting' and therefore the quoted audience figure for all channels cannot be added to arrive at the total population. Considering the entire television audience, SABC 1 has the major share (20 million), followed by SABC 2 (13,6 million) and then e.tv (13,3 million). SABC 3 (8, 7 million) also makes the top four of television audiences. In terms of the population size, the remaining television channels have a low audience share (M-net Main Service: 3, 17 million, DStv: 1, 5 million, BOP TV: 0, 75 million, and M-net CSN: 0,109 million) (Graham 2001: 19). However, channels such as M-net Main Service and DStv, although they have a lower audience share overall, have significant audience share of the living standards measurements (LSM) 9 and 10 audience segments, which are the segments with the highest disposable income (1,7 million and 0,94 million respectively for both segments). Gauteng has the highest population of television viewers (15, 5 million), followed by Kwa-Zulu Natal Province (10, 13 million) and the Western Cape (8, 56 million). However, the Eastern Cape Province (6, 67 million), Limpopo Province (5, 6 million), North West Province (5, 5 million) and Free State Province (4, 2 million) have a significant television audience population size. The Northern Cape audience (1.2 million) is very small in comparison with other provinces. In advertising terms, the larger audience you have the more money you make (Z-COM, 2004: 39).

Living standards measurement (LSM) 1-4 audience segment (according to Z-COM presentation to ICASA) mainly watch SABC 1 television, although they do watch other SABC channels and e.tv. The majority of the LSM 1-4 TV audience is found in Kwa-Zulu Natal (4 million), in Limpopo (4 million), the Eastern Cape (3,1 million) and North West (3 million). Almost 50% of the South African

population belongs to this audience segment, which is the largest TV audience segment (Z-COM, 2004: 22).

TV market dynamics pose a challenge to any new broadcaster considering entering the market with a new service offering. There are challenges that face a free-to-air broadcaster which has to compete for advertising revenue with all the incumbent media products. An interesting case study of e.tv provides a useful guide to what could happen to the new broadcasting entrant (ICASA, 2003: 24). It has taken e.tv a relatively long time to break even owing to the high cost structure of the television operation. Any aspiring commercial broadcaster will have to do a critical analysis of the financial performance of e.tv to date, focussing on all the challenges faced. The regional radio commercial broadcasters' performance would also shed some light on what could be expected from a regional broadcaster. Bearing in mind that the radio cost structure is much lower than television, by and large, it could then be claimed that in the final analysis, what has made radio less successful in some provinces could also apply to a television broadcaster (NCRF, 2003: 33).

According to Z-COM (2004), real GDP has grown only slightly in the years between 1998 and 2002. This does not bode well for poverty alleviation. There is an urgent need to expand the South African economy. The current GDP growth rate is not sufficient to reduce the widening gap between the haves and the have-nots. GDP grew from R591 billion to R661 billion from 1998 to 2002. GDP per capita was static in 1999 but began to grow again from 2000 to 2002. The limited growth in GDP coupled with improved in-efficiencies implies that employment levels did not improve. Therefore there was no real growth in disposable income and thus not enough money to spend on entertainment (this affected the growth in penetration of TV sets). These GDP figures were calculated using 1995 price levels as a reference point (Jones, 2006: 17).

Several questions arose as to why the SABC has not embarked on regional broadcasting as a PBS, with cost being the most determining factor. The fact that government decided to close down BOP TV and had previously closed down the Transkei broadcasting network could be viewed with interest when considering commercial regional television (Orbicom, 2003: 14). The argument from the National Department of Communications in Pretoria was spending R22 million for BOP TV alone every year—a great deal of tax payer's money being spent (Orbicom, 2003: 24).

The economic conditions in the country contribute very significantly to the feasibility of a new media platform like TV. This is linked to the advertising environment and affordability of new receivers by potential audiences. EIU forecast that the South African economy would grow in real terms at an average rate of around 3% per annum from 2003 until 2007. Z-Coms have extrapolated growth from 2007 to 2012 in line with EIU's average growth rate of 3%. Based on this, GDP and GDP per capita will grow to R892 billion and R17 400 respectively, in 2012 (IBA, 1999: 34). This makes for a promising economic future for regional television services' participation in economic growth in South Africa.

If local businesses are not strong enough to support the advertising revenue, there will be problems regarding the viability of R-TV. If the real Growth Domestic Product (GDP) is low, it will affect the adspend, which in turn will seriously impact on the revenue streams of the new entrant (M-NET, 2003: 14). The old BOP TV audience profile in the North West Province was 0,453 million. However, BOP TV had a significant audience in Gauteng Province (of 0,191 million), whilst Free State had 0,036 million and Northern Cape 0,016 million. The channel's audiences mainly had living standard measurements (LSM) of 1-4 (lower socio-economic class) to LSM 8 (higher socio-economic) (Nielsen Media Research, 2003: 16).

3.5.2. NWP Economic Environment

The North West Province is a medium-sized province relative to the others in the country. The economy is not that big, with a 4,9% contribution to the National Gross Domestic Product (GDP). A 2% economic growth rate was reported for the Province for the year 2000. The Province is characterised by high levels of poverty and high unemployment levels as well as low literacy levels. These are some of the economic challenges that face it. Bohlweki Environmental (2000: 12) maintains that:

the North West Province's economy is derived from a variety of sectors, of which mining and agriculture are the main contributors. Other important sectors include energy, construction, trade, transport and communication, community, social and personal services, manufacturing and finance, insurance and business services. Graph 3.1 shows the sectoral contribution to Gross Geographic Product (GGP) in the North West Province. The main contribution to the economy has been from the mining and agricultural sectors, although diversification of the economy to other sectors is occurring. The major economic sectors in the Province are discussed below.



The following indicate the economic strength of the North West Province:

- **Mining** - The mining sector is the lead contributor to the Province's economy both financially and by its labour absorption capacity (35, 5% contribution to the domestic economy in 1996). Formal employment opportunities provided by the mining sector in the Province absorb approximately 118 000 employees (22%). The average annual remuneration for this sector in the Province is R41 967 (Economic Development and Industrialisation Plan for the North West Province, 2001: 10). That alone is an indication that the majority of people within the NWP can now afford television and even the licence fees.
- **Agriculture** - The agricultural sector provides approximately 80 000 formal employment opportunities in the North West Province (14, 8%).

The rural areas are the main beneficiaries of these employment opportunities. This sector employs mainly males, who comprise 80% of the total employment statistics (Economic Development and Industrialisation Plan for the North West Province, 2001: 5).

- **Manufacturing** - This sector is prevalent in the Brits, Lichtenburg and Rustenburg areas. These areas account for 50% of the total production in the Province. The manufacturing sector employs approximately 47 451 people, representing 8, 8% of the total formal sector in the Province (Economic Development and Industrialisation Plan for the North West Province, 2001: 3).
- **Electricity** - This is a relatively small sector, representing 2, 1% of the GDP. Between 1990 and 1999, this sector recorded an annual growth of 4% per annum. About 4 000 employment opportunities are provided by this sector in formal employment (Economic Development and Industrialisation Plan for the North West Province, 2001: 2).
- **Construction** - This sector contributed R776 million to the Province's GGP in 1999. The construction industry's contribution to the provincial economy was 3% to 8% in 1990 and 1, 8% for 1999. Formal employment opportunities provided by this sector account for approximately 3, 2% (17 400) of the total employment opportunities in the Province (Economic Development and Industrialisation Plan for the North West Province, 2001: 4). Newly constructed buildings, business, industrial or community development projects are providing jobs to individuals within communities.
- **Trade** - This sector contributed R4,7 billion to the Province's GGP in 1999. Between 1990 and 1999, the contribution of this sector grew from 8, 9% to 11, 3%. Currently, the wholesale and retail sector provides 10% of formal sector employment representing approximately 53 450 employment opportunities (Economic Development and Industrialisation Plan for the North West Province, 2001: 12).
- **Transport and communication** - In the period 1990 to 1999, this sector experienced growth of 11, 3 %. Within this period, it increased its contribution to the provincial GGP from 2, 8% to 5, 7%. The sector's formal employment contribution to the Province is 3%, which represents

15 000 formal employment opportunities (Economic Development and Industrialisation Plan for the North West Province, 2001: 9).

- **Financial and business services** - This sector contributed R2, 7 billion to the Province's GGP in 1999. This sector has experienced a negative annual growth of approximately 2, 9%. It provides 19 124 formal employment opportunities, accounting for 3, 6% of total employment (Economic Development and Industrialisation Plan for the North West Province, 2001: 11).
- **Community, social and personal Services** -This sector contributed R10, 7 billion to the provincial economy in 1999. The GGP of this sector had an annual average rate of increase of 5, 6% between 1990 and 1999. The contribution of this sector has grown from 19, 7% to 25, 5%. In terms of formal employment opportunities provided by this sector, it accounts for 130 000 opportunities (Economic Development and Industrialisation Plan for the North West Province, 2001: 15).

The status of the economy in the North West Province currently indicates a dependence on the production of primary commodities such as gold, platinum and agricultural products, which are determined by world commodity prices and favourable climatic conditions. The industrial base in the Province also revolves around supplying the mining and agricultural sectors, thus a decline in any of these sectors tends to have a ripple effect on the downstream industries. The North West Province experienced a decline in economic growth of 0, 6 % between 1991 and 1996, causing its contribution to the national GDP to decline to 4, 6% in 1996. The implications of low economic growth are an increase in poverty, unemployment and crime. The ideal situation would be one where sustainable and quality employment and wealth creation opportunities are enhanced. These need to be targeted at the vulnerable sectors of the population. In the period 1994 to 2000 the economy shed approximately 118 000 jobs, as opposed to creating much needed 56 000 employment opportunities in the formal sector (A-Re-Ageng, 2001: 13).

Three major spatial development initiatives (SDIs) and corridors have been planned for the North West Province. The most significant is the Platinum Spatial Development Initiative, which is being hailed as a vital development for the economic future of the province. The Platinum SDIs has, as one of its primary objectives, economic growth through increased local, regional and international trade. The Platinum SDIs is underpinned by the Platinum Highway, a transport route that acts as an economic artery linking the North West Province with the economic hub of South Africa, Gauteng Province, and providing further linkages with other transport corridors (United Nations Development Programme, 1998: 17). R-TV provides the opportunity for people in South Africa to see the positive things that are happening in the province. All the above mentioned SDI projects can only improve with the help of regional television services.

The Platinum Highway is part of a broader corridor network, which links the country, and the province, with the neighbouring countries of Mozambique to the east and Botswana to the north-west. This highway carries very important prospects for the future growth of the province's industrial sectors. As far as the regional economic sectors are concerned, trade, business and financial services and food and construction industries are set to benefit (A Re Ageng, 2001: 11).

R-TV will also be a vehicle to drive economic projects to the neighbouring countries of Botswana, Namibia, Zimbabwe and Zambia. Bophuthatswana became a brand at the time of BOP TV because the television services exposed the services and projects within the homeland (A Re Ageng, 2001: 18).

Table 3.1: Predicted Sectoral Impact: Gross Domestic Product.

Sector	Republic of South Africa		Regional Economy	
	Value	Percentage	Value	Percentage
Agriculture	67.0	4.2	39.7	5.2
Gold mining	38.1	2.4	4.1	0.5
Other mining	67.4	4.2	58.3	7.6
Food	102.3	6.4	34.8	4.5
Beverages	21.9	1.4	7.0	0.9
Tobacco products	4.1	0.3	0.8	0.1
Textiles	14.8	0.9	2.8	0.4
Clothing	11.7	0.7	2.4	0.3
Leather & leather products	2.2	0.1	0.4	0.0
Footwear	4.3	0.3	0.8	0.1
Wood & wood products	8.3	0.5	1.6	0.2
Furniture	8.3	0.5	1.8	0.2
Paper & paper products	28.5	1.8	1.9	0.3
Printing & publishing	12.7	0.8	1.0	0.1
Chemicals	71.0	4.4	5.3	0.7
Rubber & rubber products	5.3	0.3	1.1	0.1
Plastics	11.0	0.7	2.0	0.3
Non-metallic mineral products	19.3	1.2	8.2	1.1

Base metals	36.5	2.3	2.4	0.3
Fabricated metal products	52.6	3.3	3.6	0.5
Machinery	30.5	1.9	2.1	0.3
Electrical machinery	19.0	1.2	1.4	0.2
Transport equipment	51.4	3.2	3.2	0.4
Other manufacturing	9.1	0.6	4.6	0.6
Electricity & water	70.6	4.4	5.0	0.7
Construction & civil engineering	113.5	7.1	73.3	9.6
Trade	238.9	14.8	180.4	23.5
Accommodation	24.4	1.5	15.0	2.0
Transport	100.3	6.2	40.3	5.3
Financial & business services	242.2	15.2	188.4	24.6
Communication	28.0	1.7	6.3	0.8
Total	1,610	100	767	100

Source: (Platinum-Highway-EIA, Bohlweki Environmental, 2000).

Table 3.1 indicates potential growth points that could result in a decrease in unemployment. According to the macro-economic impact analysis, nearly 14 000 jobs, destined for South Africa as a whole, will be created by the Platinum Highway Project. From all mentioned above, close to 7000 will be established in the vicinity of the route. This initiative's impact on personal income will amount to R1, 8 billion for South Africa as a whole. Of this amount, 18, 7% is destined for lower income households. As far as the regional impact on income distribution is concerned, approximately half of the total income will take place in the region (A

Re Ageng, 2001: 21). It is a fact that Batswana people from Botswana purchase their groceries in Mafikeng and that brings economic upliftment of the town. R-TV will boost both Mafikeng and Botswana in terms of television services, which is, providing professional commercial services for businesses in both the NWP and in Botswana.

3.5.3. Advertising and Sponsorship

Advertising industry in SA has grown significantly at 7, 2% CAGR, rising from 0,62% of GDP to 1,00%. Comparing this with international benchmarks suggests there is some room for additional advertising growth. Another area where there is debate at the moment is on the growth of sponsorship and below the line investment (McDonnell, 1991: 65). Over the last ten years, despite the growth of TV advertising, internet services have also boomed and the proliferation of outdoor advertising on radio has maintained a robust 11% - 13% share of the audience. Consequently, the total advertising is likely to grow to account for between 1,5% and 1,25% of GDP by 2010. In a higher growth rate environment, it is expected that the total advertising spend will grow to around R13, 5 billion by 2010. TV advertising has grown at a CAGR of 10% to 41%; radio's share has remained constant at around 11% (McQuail, 2000: 53).

3.5.4. Financial Challenges

Government funding is highly scrutinised and funding PBS from taxes is not always popular. This is because taxes have other issues to address such as health, education and politics among others. Advertising, on the other hand, is becoming more sophisticated and advertisers have more options in how they reach their defined segments. There are other challenges, too, like competitions from new terrestrial channels, new cable or satellite networks and other media, that is, the internet, publications, digital televisions (DTVs) and others (Monroe, Price & Raboy, 2003: 19).

In Sweden, commercial terrestrial competition started in 1991 with new competitors TV 2 and TV 3 gaining a significant share fairly quickly. However, as Sweden Video Terrestrial (SVT) is funded by a licence fee, this loss of share did not immediately affect its revenue. SVT adopted more sophisticated scheduling tactics like scheduling its entertainment shows at the beginning of the peak hours but maintaining its overall broad-ranging schedule, and kept the appetite for high quality programming alive in the market. As a result, the overall programming of the Swedish market is quite high and SVT currently has a prime time share of over 50% (Monroe, Price & Raboy, 2003: 8).

Internationally, Portuguese terrestrial competition began in 1992 and, as in Sweden, the new channels (SIC and TV1) quickly gained a significant share of the viewing. However, regional television programming (RTP) is primarily funded by advertising; its loss of share prompted a significant reduction in revenues. Although the government tried to ease the burden by increasing grant income, RTP was forced to adopt a much more commercial schedule in an effort to increase advertising revenues (Monroe, Price & Raboy, 2003: 13).

3.5.5. Funding Model of the R-TV services

The SABC is of the view that the public R-TV channels will rely on a mixed funding model, consisting of money appropriated by parliament, grants, donations, sponsorships and advertising in accordance with the Authority on that matter. It is also argued by the SABC that, internationally, it appears that public R-TV is often based on a mixed funding model. Primedia's 2008 submission to ICASA reiterates that 'broadcasting proposed that the SABC should sell some of its radio or television services to fund the public R-TV. This would only serve as a viable funding model for public R-TV if the SABC is allowed to retain the proceeds of the sale made from advertising' (NAB, 2003: 34).

The NAB (National Association of Broadcasters) maintains that 'it must be pointed out that broadcasters' share of advertising spending may not grow as a

result of the introduction of R-TV or local television (LTV) broadcasters'. New broadcasting licensees may have the effect of fragmenting television advertising spending on the broadcasting sector as a whole. Furthermore, Section 22A (3) of the Broadcasting Act observes that 'the public service R-TV service provided by the SABC must be funded by money appropriated by Parliament and may draw revenues from grants, donations and sponsorships' (NAB, 2004: 17).

M-net submitted a funding model comparable to the United Kingdom's (UK) regional television services. Funding in the UK comes entirely from television licence fees, with no advertising allowed. In most other jurisdictions, the funding is mixed, coming from television licence fees, government/parliamentary grants, donations and advertising and sponsorships. However, in a number of these instances, the largest source of revenue is from television licence fees or government/parliamentary grants (ICASA, 2003: 11).

The National Community Radio Forum's (NCRF) argument was that the Danish and the Australian funding models are interesting examples; the financing of Australian community television is based on the principle of 'a third, a third, a third' – one third government support (spread over Local council and Arts and Culture), as the bottom-line reliable source of funding, one third market based activities (programme sales, equipment hire, services), and one third funds raised through fundraising events. NCRF's submission maintains that 'Danish community television services were funded by a variety of government departments including local municipalities, the Film institute and donors'. Media monitoring projects (2003: 32) reiterates that donor funding should still be perceived as a valuable additional source of funding. Community and regional television networks are recommended as a forum through which to gain access to the necessary funding (IBA, 1995: 36).

Currie and Siner (1999: 8) observe that there are three broad revenue sources: advertising, pay TV (pay-per-view and subscription), and the licence fee. Each of

these creates incentives to produce different types of programmes and offer different types of service. It is a fact that the British Broadcasting Corporation's (BBC) commercial subsidiary BBC Worldwide and a robust fair trading system to police the boundary of public service and commercial broadcasting is an essential underpinning to the BBC's status in this context as a model European public service broadcaster.

The financial structure of regional television is complex. Its funding emanates from a variety of sources in the public and private sectors. These include the federal, as well as state and local, governments, colleges and universities, private foundations, corporations, and individuals (Currie & Siner, 1999: 11).

This diversity helps to preserve regional television's integrity and freedom from the influences and pressures from any single source (Frank & Greenberg, 2003: 173). Rice (2001) maintains that,

dedicated to PBS, a portion of revenues earned from communications satellites as the 'Public dividend' of the nation's investment in space technology activities. Collection of an excise tax on the sale of every TV set bought. Allocated fees would be imposed on commercial broadcasters for use of their assigned portions of electromagnetic spectrum. Entitled to state funds based on certain formula, and other funds raised on non-state sources, PBS should earn revenues by selling airtime, should also be paid by the state for producing local content, for example, Arts and Culture activities should recorded, produced and bought by government from local producers. Investment in direct broadcast satellite was also described as a tool that saves money.

3.6. LANGUAGE DIVERSITY WITHIN THE NWP

Table 3.2 Language diversity within the NWP (district level)

Languages	CENTRAL		BOPHIRIMA		SOUTHERN		BOJANALA	
	N	%	N	%	N	%	N	%
Afrikaans	3670 7	4,8	31962	5,5	12721 3	18,6	79 798	4,9
English	8447	1,1	2598	0,4	13591	2,0	18 073	1,1
IsiNdebele	1549	0,2	869	0,1	1175	0,2	45 404	2,8
IsiXhosa	3184 3	4,2	9760	1,7	10273 3	15,1	70 125	4,3
IsiZulu	7322	1,0	1445	0,2	12070	1,8	71 451	4,3
Sepedi	3015	0,4	1708	0,3	3925	0,6	144 571	8,8
Sesotho	2430 8	3,2	8913	1,5	11138 8	16,3	64 706	3,9
Setswana	6438 49	84,4	517848	89,3	29333 3	43,0	943 336	57,4
IsiSwati	1513	0,2	806	0,1	3992	0,6	16 895	1,0
Tshivenda	294	0,0	175	0,0	901	0,1	15 510	0,9
Tsonga	721	0,1	350	0,1	9430	1,4	162 268	9,9
Other	3431	0,4	3267	0,6	2610	0,4	12 152	0,7
Total	762 999	100,0	579 702	100,0	682 359	100,0	1644 289	100,0

Source: Statistics South Africa, Population Census, 2005

Table 3.2 compares the population of North West Province district councils in 1996 and 2005. It is observed that Bojanala had the largest population among all district councils during both censuses, followed by Central, and then Southern (although this showed a slight decrease in 2005). The least populated district council was Bophirima. Table 3.2 also reflects the population of North West Province by district council and population group in 2005. It can be seen that the majority of black Africans resided in Bojanala, while Whites were mainly concentrated in the Southern district.

Table 3.3 Language diversity within the NWP (spoken at home)

Language	Black African	Coloured	Indian Asian	White
Afrikaans	0,4	76,4	5,2	89,6
English	0,3	5,0	85,9	9,3
IsiNdebele	1,5	0,1	0,1	0,0
IsiXhosa	6,4	0,3	0,3	0,1
IsiZulu	2,7	0,1	0,1	0,0
Sepedi	4,6	0,2	0,0	0,0
Sesotho	6,2	0,7	0,0	0,0
Setswana	71,1	16,9	0,7	0,3
IsiSwati	0,7	0,1	0,1	0,0
Tshivenda	0,5	0,0	0,0	0,0
Tsonga	5,1	0,0	0,0	0,0
Other	0,6	0,2	7,5	0,6
Total	100,0	100,0	100,0	100,0

Source: Statistics South Africa, Population Census, 2005.

Table 3.3 illustrates the percentage distribution of languages most often spoken at home within each district council of the North West Province. Among all the district councils, the dominant language is Setswana (Statistics South Africa, 2005).

Multilingualism in South Africa has been at the root of the nation since the settlement of Blacks in Southern Africa from Central Africa. Black groups or clans such as Nguni, Basotho, Tsonga, AmaNdebele, Vhavenda and Batswana were established as part of the new settlement. Multilingualism is a common feature in South Africa with a large proportion of the population enjoying communicative competence in four or five languages. It is important to note that South African society is characterised by a high degree of linguistic complexity, in terms of the multiplicity of languages spoken and the geographical area together with the demographic differentiation of these languages (Webb, 2003a: 178). A study done by Calitz (1996) maintains in Table 3.14 that IsiXhosa, IsiZulu and Afrikaans are the most widely spoken languages in numerical terms as well as in terms of regional dispersion. In as far as English as a language in South Africa is concerned, Landermans (2000) observed that:

while it is often assumed that English can serve as the 'franca' in a post-apartheid South Africa, this potential is in fact limited by the relatively low levels of understanding of English amongst the South African population: less than 25% of the black population of South Africa know English well enough to become empowered through it as a first language. That is, to obtain meaningful access through it to educational development, economic opportunity, political participation and real social mobility.

Table 3.4 Provincial Distribution of Home Language: 1994.

	RSA (%)	W Cap e	E Cap e	N Cap e	Free Stat e	Nort h Wes t	Kwa- IsiZul u	Gauten g	Mpumalan ga	Limpop o
Afrikaans	14.9	61.8 1	8.93	68.4 2	15.0 9	9.0	1.93	19.72	8.57	3.64
English	9.52	20.7 1	3.86	2.74	1.52	1.04	16.84	17.19	1.83	0.65
Afr/Eng	0.19	0.71	0.08	0.11	0.10	0.08	0.07	0.39	0.08	0.02
Ndebele	0.83	0.0	0.0	0.0	0.20	0.03	0.0	0.85	6.43	1.37
N. Sotho	9.92	0.05	0.01	0.13	0.92	0.73	0.04	8.43	15.98	62.48
S. Sotho	6.83	0.27	0.14	0.74	59.2 7	3.23	0.35	11.52	2.79	0.91
IsiSwati	2.25	0.01	0.0	0.01	0.20	0.27	0.03	1.22	25.15	0.32
Tsonga	4.69	0.02	0.0	0.14	0.64	0.81	0.03	3.89	11.52	26.47
Setswana	9.07	0.05	0.01	19.5 6	4.81	78.9 1	0.01	7.38	1.89	1.91
Tshivenda	0.35	0.0	0.0	0.01	0.04	0.12	0.0	1.16	0.11	1.01
IsiXhosa	18.1 3	15.4 6	86.6 9	6.37	9.25	4.18	1.20	6.08	1.45	0.22
IsiZulu	22.0 0	0.08	0.06	0.27	5.99	0.56	78.67	19.36	22.15	0.41
Other	1.26	0.82	0.17	1.50	1.98	1.02	0.82	2.82	2.04	0.59

Source: Calitz, 1996:18

Language was central to the organised construction of white Afrikaner cultural and political identity in the first half of the twentieth-century through a network of newspaper literature, publishing houses and radio (Hofmeyer, 2000: 19; O'Meara, 1983: 13). Historically, Afrikaans has been conceptually and organisationally contained within the parameters of Afrikaner nationalism as a distinctively white language. This mono-glossic representation of Afrikaans drew conceptually on European tradition and romanticism and cultural nationalism in which language is understood as a key medium of the cultural unification of the nation (Crowley, 2004: 43).

Sharp (2004: 22) asserts that the development of most African languages in Southern Africa was brought about by Christian missionaries in the nineteenth-century, who selected specific dialects which were then standardised into separate and distinct languages. The rhetoric of language rights and cultural pluralism was a central facet of apartheid policies, which aimed to construct separate ethnic identifications between the majority of black South Africans (Sharp, 2004: 32). Separate African languages became the basis for official state definitions of ethnic identity, and language was the cornerstone of 'Bantu' education policy from the 1950s onwards (Reagan, 2006: 10). With the establishment of nominally independent ethnic homelands, particular African languages were given the status of official languages of these 'states'. These distinctive language ideologies underwrote the development of broadcasting in South Africa. Again, following the election victories of the National Party in 1948, the South African Broadcasting Corporation (SABC) was incorporated into the network of cultural, economic and political institutions through which Afrikaner nationalism secured hegemony over state apparatuses (Orlik, 2004: 63).

As a result, the National Party government delayed the introduction of television to South Africa until the mid-1970s, reflecting fears that television would act as a vehicle for English language imperialism and that it had the potential to create unifying identifications across ethnic divisions (Nixon, 2004: 10). When it was finally introduced in 1976, television remained subject to tight control by the state

and programming differentiated sharply between channels on the basis of race. Apartheid policies have therefore contributed to this differentiated access to basic communications technologies between social groups, on the basis of both income levels and location. Broadcasting policy in the 1990s was shaped by an overriding concern to redress the effects of past policies of unequal resources allocation by extending access to the means of communication both technologically and culturally (Webb, 2003: 179).

3.7. PUBLIC RESPONSE TOWARDS R-TV SERVICES

3.7.1. Licence fee

Smith (2000: 40) observes that 'the license fee as a very simple device for funding the non-transactional medium. The license fee is precisely a very complex mechanism for controlling a framework of discursive practices and for organizing and directing the production and transmission of images and text designed to duplicate and develop the divergent levels of the dominant value system'. It is also a price fixed by the government for the upkeep of a total service. It is important to note that people should pay their television licence fees which is also described thus,

- PBS tax is like a poll tax, it is so much of a national consensus, because it makes things easy for PBS to reach almost everyone, rich or poor. For example, it took US TV decades to reach certain parts of the country. But in Britain the BBC, because of the licence fee, reaches parts that other instruments of social democracy cannot reach, such as the police, the army, legal and educational bodies. In Scotland, for example, differences in religion, law and education were ironed out by the BBC.
- Licence fees placed the SABC irrevocably inside the public sector but insulated it from the government. No institution in society is insulated from the government funded alone to the society level. What viewers pay for through their TV licence fee is the SABC's liberty, because that underpins our liberty. In actual fact, the size and the wealth of the PBS

station reflects or indicates precisely its willingness to incline to the wishes of the powerful nation (Smith, 2000: 39).

It is tax that creates a direct relationship between the broadcaster and its public. In Canada and Australia, PBS is financed entirely from the state's general funds. Many PBS are partly funded through advertising. Hence surveys like A McKinsey's Report for the BBC in 1999 shows that the higher the advertising figure as a proportion of total revenues; the less distinctive a PBS is likely to be (www.bbc.co.uk/info/bbc/pdf/McKinsey.pdf).

3.7.2. Programming

It is difficult to say whether regional television can have a relatively similar structure because it depends on resources. In a vast country inhabited by many different communities, there may be a need for more local or regional programmes, a need that may not be felt in other countries. Monroe, Price and Marc Raboy (2003: 16) believe that all programmes of the PBS must be unbiased, with enlightening information, general interest and service programmes that should leave a mark through in-house productions, national content, and reiterate it as being,

unbiased enlightening information: because of the PBS status and being funded by the state, expectations are very high and so are the requirements. PBS must appeal to the audience's intelligence and understanding. PBS information should enlighten citizens on issues at hand and in doing so, it enriches democratic life of the country. General interest and service programs: PBS programs enable citizens to find out about different current community topics of interest to them and which often deal with matters of current or practical interest.

Programmes that deal with consumers or legal issues, give practical advice, discuss health issues and publicise community services, make PBS itself a service offered to the public. It is also through such programmes that the PBS

gets closer to the public. PBS programmes should promote arts and culture, broadcast existing works, cultural products, and support the creation of original work, theatre, concerts and also light music or variety programmes. As far as national content is concerned, the majority of PBS programmes should be of national content, which is not to say that international content will not be aired, only that PBS should first promote expressions of ideas, opinions, and values current in the society where they operate (Monroe, Price & Marc Raboy, 2003: 16). Valdez (2002: 25) observed that programming of R-TV should,

reaffirm communities and the presence of minority communities as vital participants of this society. Show economic citizenship, define as provided programs that educate its viewers about the character, function of this economy and its impact on their daily lives'. Demographic feature programs focusing on changing diversity, growth rates and their effects on social, economic, and political activities are key to regional television services.

In South Africa today it is difficult to deduce whether people understand why they are paying licence fees to the SABC. This is because programmes that are broadcasted on the SABC channels are not truly representative of the NWP population and that of South Africa. The majority of SABC programmes are in the Nguni and Sotho languages. As a result, minority language groups such as Vhavenda, Tsonga, AmaNdebele, AmaSwati argue that they should not pay the licence fees until SABC programming is revised.

3.8. THE NEED FOR R-TV IN SOUTH AFRICA

The broadcasting sector, as part of the wider communications industry, has become a key element in the programme of economic development under the policy of Reconstruction and Development pursued by the African National Congress (ANC) led government. The objective of developing an inclusive broadcaster with a national identity and representation which balances the

respect for cultural, linguistic, and regional diversity with imperatives of national unification and reconciliation has been central to the transformation of South African broadcasting since the 1990s (Valdez, 2002: 19).

The issue of provincial public broadcasting (as distinct from privately owned regional television services) has been a highly controversial one throughout the period of the new South African dispensation. The development of broadcasting policy has been characterised by an explicit commitment to open and participatory deliberation over different policy options. However, the social relations of ownership, production, distribution and consumption within the television industry were mainly forged during the period of apartheid South Africa (Donald, 2002: 136).

Attention has also been directed in processes of deliberation and decision making at questions regarding who is represented, by whom, and for what purposes. Some other questions might be concerned with how diverse cultural identities have been institutionally accommodated and managed in the broadcasting sector, and how, to what extent, and through what mechanisms the transformed broadcasting system has institutionalised the representation of diverse interests in decision-making procedures (Barnett, 2002: 3).

The language issue has featured in media debates in South Africa as part of broader political processes aimed at re-imagining identities and differences. Cultural politics in contemporary South Africa are not merely a matter of formal recognition of the equal status in a diversity of identities. The promotion and development of equitable treatment of cultures and identities implies a politically contested process over the redistribution of resources between different communities and interests. One pressing issue that has been there since the 1990s is whether the increasing commercialisation and co-modification of television services is compatible with the aims of constructing a broadcasting

system that can serve as a medium for the democratic articulation of a plurality of political viewpoints (Bekker, 1999: 24).

The official project of nation building in South Africa posits an inclusive, multi-cultural syncretism, a national identity premised upon '*the non-naturalness of nationhood*' (Norval, 1996: 276). The project of managing cultural pluralism depends on developing institutional mechanisms that can mediate tensions and conflicts arising from differences, divisions, and inequalities (Adams, 1999: 103). The broadcasting sector is therefore of interest as an example of patterns of institutional transformation and the pressures of forces that shape the new dispensation. Contemporary global tendencies are: the de-coupling of culture and economy, a policy that has implications for the normative and theoretical assumptions about the relationship between media, democracy, identity and territory that underwrite long established media communications policies to be implemented (Schlesinger, 2003: 15).

As Collins (2000: 17) puts it,

the project of inclusion to nation-building in South Africa has been undertaken in the wider context of a new round of internationalization in which the correspondence between the scale of the nation-state and a cultural identity is more than ever being strained both from below (by regionalized patterns of cultural diversity), and from above (by the de- and re-territorializing effects of international markets for cultural commodities).

The urgent task of cultural unification and social integration in a society that comes late to the process of nation-formation has been taking place in the course of the insertion of post-apartheid South Africa into an international economy in which media and communications industries are of central importance. According to Przeworski, (2002: 32), 'in a context similar to the one

in South Africa, communications and cultural policies become means of negotiating entry into the international economy’.

The contradictions of ‘modernisation internationalisation’ strategies, as Przeworski, (2002: 16) puts it, are evident in the South African broadcasting sector which has been earmarked as both part of an economic strategy on international competitiveness and at the same time as pivotal to the achievement of cultural policy goals such as national unification, reconciliation, and the equalisation of access to basic communication structures. In a situation in which processes of economic integration are increasingly taking place on a trans-national scale, the state’s ability to use communications and media as instruments of domestic, political and cultural integration are significantly constrained. Tension emerging from these competing imperatives is illustrated by recent attempts to transform television in the interests of achieving equitable coverage of a plurality of languages (Muppidi, 2006: 32).

3.9. CHALLENGES FACING IMPLEMENTATION OF R-TV IN SOUTH AFRICA

3.9.1. Competition

The television industry is highly competitive: competing for audience, competing for a limited adspend with various other media, and competing for the most appealing programmes from suppliers. Entering a competitive and established market will require supreme effort in terms of sales and marketing. This is supported by several observers

who needed to attract audience from other TV channels, and deplete their market share is also a necessity. And this would be achieved by broadcasting programmes that are appealing to the targeted market. There is a need to build an attractive audience share of a significant market size in order to attract advertising. The completion of programmes also involves issues such as programme rights,

acquisition costs, and production costs. The established television stations have already acquired programme rights which are not easy to terminate until the contract period has expired. Competing for a limited adspend and attracting the advertisers to the new television station will not be easy (SABC, 1999:18).

Start-up costs of a television station can represent the greatest challenge for the new entrant. It could take seven years or more for a France Television Authority (FTA) television station to break even. An exception is pay-TV (M-net) which broke even in the first three years of operation. During the launch period, a new station will need substantial funding to cover capital and operating costs (IBA, 1993: 21). Television stations require huge capital to pay for studio and signal transmission. Operating costs are also critical. The station is required to pay high operation fees to establish and gain momentum. The need to broadcast unique and appealing programmes places heavy emphasis on the cost of programming. If new entrants cannot raise sufficient equity for the start of the business, this may affect the time taken to break even. Ideally, the debt equity ratio should be low enough to drive the business towards profitability more quickly (Sumiela-Seppane, 2003: 40).

3.9.2. Skills

The television industry is a high technology industry, requiring a wide range of scarce skills such as technical, management, marketing and journalism. These skilled people are hard to find and a high premium is usually demanded by the staff for television operations. Developing these skills requires time, money and a great deal of effort and commitment (Primedia, 2003: 16).

3.9.3. Technology

The most pressing technical issue that needs addressing upfront is the availability of frequency spectrum for the new services. Although the authority might take a technologically neutral position, it seems more feasible to use

terrestrial broadcasting rather than satellite broadcasting for FTV regional. This does not mean that FTA satellite broadcasting is not viable as it has been seen to work in the case of SKY-TV in the UK. The new entrant should be given the choice of an affordable and viable platform that best meets its objectives. Cost of technology could therefore be a barrier to new entrant (Z-COM, 2004: 42).

In fact, technological developments and the political will to steer the broadcasting system in accordance with a collective vision of the future of society are the main currents to have shaped the history of the media. What should the mission of PBS be? By what means, with what type of content and with what resources should it aim to fulfil its mandate? These are difficult questions to answer in a context where PBS is in competition with its private sector rivals for commercial revenues. To free PBS from market pressures is therefore an essential condition for it to fulfil its mandate. So, where will funding come from? Many studies have indicated that the licence fee remains the best way of ensuring funding which is adequate and relatively free of political constraints (Lowe & Hujanen, 2003: 32).

With technology growing at a rate worldwide nowadays, broadcasting around the world is changing rapidly. One may ask whether the multiplication of commercial services will lead to audience fragmentation, endangering general interest in PBS. Should PBS create specialty services, knowing their reason is to serve the general public and not simply particular audiences? Should they abandon certain types of programmes, given the abundance of similar programmes in these areas? Should they offer internet broadcasting services? All these can be answered by noting that the digital environment forces us to think not only of PBS, but of all broadcasting in different categories.

The convergence of broadcasting telecommunications and the internet has brought about the digitalisation of the former and the reluctance to regulate the latter. It is becoming increasingly difficult to regulate digital broadcasting; the best way is to ensure that PBS objectives are maintained and will have an existence

in the public body responsible for carrying out these missions. It is obvious that digitalisation will not be an impediment to the maintenance of PBS, quite the opposite. The democratic and egalitarian objectives inherent in it can still be invoked as justification (Lowe & Hujanen, 2003: 40).

Digital technology is revitalising broadcasting, making it possible for multiple channels, interactive subscription TV and pay-per view. As a result, broadcasting is moving rapidly into an apparently far more competitive and market-driven environment. A central question for broadcasting policy makers in all countries will be how well this converging market will serve the public's interest. The expansion of choice and greater competition will be welcomed, but the market must also foster a democratic environment, provide the information to which all citizens are entitled and extend their tastes, experiences and capacities as individuals (Corfield & Mather, 2001: 17).

3.9.4. Economic Environment

The economic conditions in the regions under focus will determine the feasibility of the broadcasting channel. If the local businesses are not strong enough to support the advertising revenue, there will be very little hope for the new entrant. If the real GDP is low, it will affect the ad-spend, which in turn will have a serious impact on the revenue streams of the new entrant (M-net, 2003: 14).

3.9.5. Regulations

Regulations that are difficult and expensive to observe could make it impossible for the new entrants to survive. These include obstacles: limitations of advertising time, local content regulations and ownership control. It would be difficult to get a foreign company to invest the required equity if it could not own a substantial share of the business within the R-TV in South Africa Z-COM submission to ICASA (ICASA, 2003: 99). Licence conditions for R-TV should be more favourable than those for national broadcasters. The UK supported the success of ITV commercial regional television by preferential regulations to protect the

regional broadcaster. Policy on convergence of R-TV should not threaten new broadcasters. Convergence service providers will vie for a limited adspend with other media. The licence conditions for the R-TV should be in line with the convergence law (Orbicom 2003: 27).

3.9.6. Accountability

All publicly funded bodies since the 1990s are or should be directly and visibly accountable and seen to be delivering against clearly defined objectives, and accountable to the highest standards of performance to the public they serve, BBC Board of governors (BBC, 1993: 27) There is increasing pressure worldwide on PBS to account for everything they do. One of the main objectives of the commercial broadcasters is to marginalise PBS as a market competitor. Accountability as it has been in the past involved mostly licensed participants while on the other hand, shutting out the voices of ordinary viewers and listeners whose opinions are measured in the viewership ratings. In short, the system involved 'upward' lines of accountability vis-à-vis power holders and the elite, rather than 'downward' lines of accountability to the audience or public (Blumler & Hoffman-Reim, 2002: 219).

a) Accounting for what?

The performance of PBS is often defined in terms of more wide ranging benefits from its existence such as 'redressing market failures and wider economic benefits flowing from having a better informed and educated public' (Nera, 1991: 149). Commercial broadcasters have a bench-marking and standard setting role to shape the broadcasting ecology (McKinsey & Company, 1999: 10). It is argued that 'Social and cultural benefits flowing from coexistence of different sectors of broadcasting with PBS are accountable for serving that society in ways it requires its services to look like in public' (Graham, 2000: 55).

The public broadcasting service has to account for what happened to the money and support it gets from the public. The fact that PBS uses tax payer's money to survive means that everything it does must be accounted for in the public house

which in the South African context is parliament or the Ministry of Communication.

b) Accounting to whom?

Following what Born (2002: 160) indicated, one can distinguish three forms of accountability: external regulation; self-regulation (externally oriented); and external regulation (internally oriented). McQuail (2000: 183) states that the external partners in an external accountability environment will vary from one PBS to another because '[i]n the case of the law and regulation framework, it is the lawmakers, public authorities and the regulator who take decisions. In the public responsibility framework, it is the public that makes decisions. In the professional framework it will also be the public that makes decisions' (Born, 2002: 162).

Responsibility or accountability systems are usually imposed by regulators and law makers and serve as primary accountability partners. Born (2002: 154) illustrates this by using the example of the BBC's frenetic and visible performance of self-regulation, which includes the BBC's Programme Complaints Unit and the Board of Governors. The BBC's complaints commission listens to a four year review of services, expert and public opinion, public consultations, and the BBC online invitation feedback. The BBC renewed and strengthened the community broadcasting corporation in 2001-2002 and again in 2005-2006. This means that the BBC had support from its sister channel, something which could be practised by the SABC in its support for the implementation of R-TV services within the NWP.

c) Accounting how?

Blumler and Hoffman-Reim (2002: 152) propose that a system should be conceived as a set of interconnecting elements, since no single one of them can do the whole job. They propose six elements to such system. Media professionals should be involved in determining the organisational policy within the management, greater involvement of social scientific research, greater

involvement of social groups in debates of broadcasting policy, greater involvement of viewers, and periodic appointments of bodies' or forums. In South Africa, R-TV should be accountable to the Board of Directors consisting of provincial, business, educational, youth and social structures as the representatives of the community.

The Swedish PBS submits its annual reports to regulators; similar audits are conducted in Denmark, Norway and in Finland. Elsewhere, licensees or authorisation of some sort are issued to PBS (that is, in Canada, Belgium, Netherlands and Poland) and they are required to make detailed statements of programme policies and to be accountable for their implementation (Mendel, 2000: 123). The Dutch and the British schemes include an element of regulated self-regulation (Schultz & Held, 2000: 151) providing for the broadcaster's involvement in defining its own programme obligations.

3.10 BENEFITS OF THE NWP R-TV TO SADC

3.10.1 SADC Overview

The Southern African Development Co-ordination Conference (SADCC), the forerunner of the SADC, was established in April 1980 by governments of the nine Southern African countries of Angola, Botswana, Lesotho, Malawi, Mozambique, Swaziland, Tanzania, Zambia and Zimbabwe. The formation of SADC was the culmination of a long process of consultations by the leaders of Southern Africa. Towards the end of the 1970s, it became clear to the leaders of the region that just having a national flag and a national anthem would not meet the needs of the people for improved living standards (www.sadc.org./publications/history).

The positive experiences gained in working together in the group of Frontline States, to advance the political struggle, had to be translated into broader cooperation in pursuit of economic and social development. From 1977, active

consultations were undertaken by representatives of the Frontline States, culminating in a meeting of Foreign Ministries of the Frontline States in Gaborone, in May 1979, which called for a meeting of ministers responsible for economic development. That meeting was subsequently convened in Arusha, Tanzania, in July 1979. The Arusha meeting led to the birth of the Southern African Development Coordination Conference a year later ([www.nepad.org/ documents](http://www.nepad.org/documents))

The SADCC was formed with four principal objectives, namely: 'to reduce Member States' dependence, particularly, but not only, on apartheid South Africa; to implement programmes and projects with national and regional impact; to mobilise Member States' resources in the quest for collective self-reliance; and to secure international understanding and support' (www.sadc.org/publications).

3.10.2 Economic benefits

The SADC region is evolving from a largely state controlled economy to a private sector led economy. This development has occurred at an increasing rate over the last 10 years. The role of the private sector in wealth creation, employment generation and therefore poverty alleviation is firmly accepted by all SADC member states. However, the strategies and approaches by which the private sector may be engaged to the mutual benefit of both the states and the private sector are not entirely in place across the region (www.sadc.org/publications/economy).

Private sector engagement in SADC is currently at different stages of development, ranging from strong public-private sector partnerships, on the one hand, to a cautious relationship between the state and business on the other. In the latter, the private sector is generally handed down the policies and at best engaged at the programming stage. In those countries where the public sector sees it as mandatory to consult the private sector on policy, legislation and programmes that affect business, markets tend to be better

regulated and developed and business environments are more attractive to both internal and external investors (www.sadc.org/publications).

The current SADC policy environment on the private sector consists of two memoranda of understanding with ASCCI (August 2000) and SEPAC (February 2001). A subsidiary document, the ASCCI White Paper, has now been accepted by SADC member states as a working document towards a more meaningful engagement of the private sector. It is, however, not yet agreed as to how the White Paper issues will be implemented. The ASCCI White Paper on Economic Policy Issues in the SADC Region outlines key areas of concern of the private sector and makes several recommendations on the way forward (www.sadc.org/publications).

3.10.3 Information & Communication Technology

a) Overview

Information and Communications Technology (ICT) is creating new dynamics for growth, prosperity and the creation of wealth and has become an essential condition for countries and regions to meaningfully integrate into the global economy and reap the benefits thereof. In the wake of globalisation, activities and transactions are increasingly being conducted via the internet. It is now estimated that 60% of the labour force of the developed world consists of knowledge-based workers. This theory shift from the industrial to the digital economy is the very foundation of the new economy. In order to derive benefits from this new economy, it is imperative for the SADC region to review and refocus development strategies and approaches by using ICT aggressively as a catalyst for socio-economic development and prosperity.

There is, therefore, an urgent need for SADC member states to adjust to the new digital environment in order to maximize the opportunities availed by globalization and minimize the risks associated with it (www.sadc.org/publications).

b) Review of Current Policies and Strategies

SADC's protocol on transport, communications and meteorology focuses on the creation of reliable infrastructures in transport and communications to speed up development and facilitate trade among member states. The protocol represents a commitment by member states to embark on fundamental reforms in the transport and communications sectors. In an effort to put practical effect to the protocol and to meet the challenges of the new digital revolution, SADC published a paper - Policy Guidelines on making ICT a priority in turning SADC into an Information-Based Economy (November 2000). This was immediately followed by the adoption of an ICT Declaration by SADC heads of state and governments in August 2001. The ICT Declaration is a commitment by member states to embark on in-depth reforms to take maximum advantage of the new technologies (www.nepad.org/documents).

SADC has initiated the creation of specialized associations to continue the operational works related to ICT. These include the Telecommunication Regulators Association of Southern Africa (TRASA) which is responsible for the harmonization of ICT legislation in the region and the Southern Africa Telecommunications Association (SATA). In 1999, SATA engaged ITU Africa Region to study and identify transmission projects that have a substantial regional dimension with a view to interconnecting the SADC member countries with high bandwidth backbones such as fiber-optics, microwave and satellite links (www.sadc.org/publications).

At the same time, an ICT task force set up to investigate the e-readiness of member states made recommendations covering all economic sectors. The task force recommended that member states needed to put in place the foundations on which an information economy is built: basic voice telephony, electrification and schools to increase the literacy level, amongst others. Some member states were found to have a relatively high literacy level, a fairly

developed banking system, a relatively high per capita income, a fairly high tele-density, and good computer penetration per household. These countries could become the drivers of technology in SADC as some of them have already enacted legislation for e-commerce, internet and cyber-crime. A SADC ICT plan, which defines the priority intervention areas, was prepared to be submitted to the European Union for funding under the 8th EDF (www.nepad.org/documents).

c) Evaluation of Policies and Strategies

SADC's protocol on transport, communications, and meteorology has had a profound impact on reforms in the telecommunication sector in SADC. The state-owned telecommunication companies have progressed towards privatization and are now competing in mobile telephony and some telecommunications related services. Most countries now have a regulator in place to address disputes and to regulate the situation created by competition. However, the region still has a very low level of tele-density and access to basic telephony is still very expensive. This situation does not make the SADC region attractive to investors and puts the business operators of the region at a disadvantage. Although at policy level member states have demonstrated that there is unanimous consensus to adopt ICT as a tool to speed up development, in practice at the strategic level, no serious implementation has taken place (ICT declaration of 2001: 17).

d) Challenges in Policies and Strategies

While a sound policy framework and commitment to the development of ICT in the region is in place, the following challenges must be addressed in order to create an enabling environment for this to happen (www.nepad.org/documents):

- The need to create a permanent ICT Task Force comprising all stakeholders to ensure cross-sectoral coordination of ICT issues;

- The need for a legally binding mechanism or a protocol to drive ICT issues at a very high level in order to facilitate implementation and follow-up and to commit stakeholders to reforms in their respective sectors;
- The need to undertake reforms that will underscore the convergence of infrastructure usage for telecommunications and broadcasting under the broad umbrella of ICT. Some member states have already taken the lead by implementing reforms in those sectors at their national level;
- There is also a need to develop standards and procedures for ICT in SADC. This will facilitate the monitoring of progress among member states. The need to standardise one computerised customs system, for instance, will help in creating a seamless interface and better and faster integration among member states;
- Technology is in a state of constant change or evolution. As a result, regulating technology can prove to be very difficult and sometimes unnecessary. While market forces can sometimes decide the way forward, member states must be able to monitor progress in technology. SADC can learn from the experiences of others by constantly monitoring technological evolution and applying those technologies that are more stable, proven and appropriate to its member states; and
- The need to build capacity and create awareness of the benefits of technology as an essential condition for the success of ICT. This implies that SADC must, among other things, put priority on an educated and healthy population which will form the basis of this new society.

3.11 CONCLUSION

It is important to note that this international survey demonstrates that regional television 'windows' for public R-TV broadcasting services are commonly made available on national channels, in many cases by the public broadcaster. In 1996, the SABC pioneered the regional television model in South Africa. The issue of provincial public broadcasting (as distinct from privately owned regional television services) has been a highly controversial one throughout the period of the new South African dispensation. The development of broadcasting policy has been characterised by an explicit commitment to open and participatory deliberation over different policy options. However, social relations of broadcast ownership, production, distribution and consumption within the television industry were forged mainly during the period of apartheid South Africa hence the in-equalities that still exists within the South African population.

CHAPTER FOUR

4 THE RESEARCH DESIGN

4.1 INTRODUCTION

This chapter presents the research design that was followed in gathering and analysing data in this study. Both Le Compte and Preissle (2003) are of the opinion that the term 'research design' is confusing, pointing out that a number of social scientists have failed to define it. They say that a number of authors have failed equally to clearly differentiate theoretical frames, research designs and data collection methods. Mouton (2001: 55) maintains that 'a research design is a plan or blueprint of how you intend conducting the research.

However, Terre Blanche and Durrheim (2003) observe that 'a research design is also a strategic framework for action that serves as a bridge between research questions and the execution or implementation of research'. In other words, research design is a plan that indicates where the research is heading in such a way that it answers the research question (Mouton & Marais, 2000: 32). A number of scholars observe the research project as 'beginning with the research question, followed by the research design which answers the research question and lastly research is conducted and findings are analysed' (Terre Blanche & Durrheim, 2003: 29). They believe that a qualitative researcher is like a loose-scheduled traveller who does not painstakingly explain what will happen in each place s/he will visit (Boghan & Biklen, 2000); Terre Blanche & Durrheim (2003: 31). This group of researchers believes that research designs should be flexible, and not follow the sequential approach: they should also allow for flexibility when implemented. Mouton and Marais (2000: 33) reiterate that 'the aim of a research design is to plan and structure a given research project in such a manner that the eventual validity of the research finding is maximised'.

This leads to the credibility of a research project as represented by the schematic diagram below:

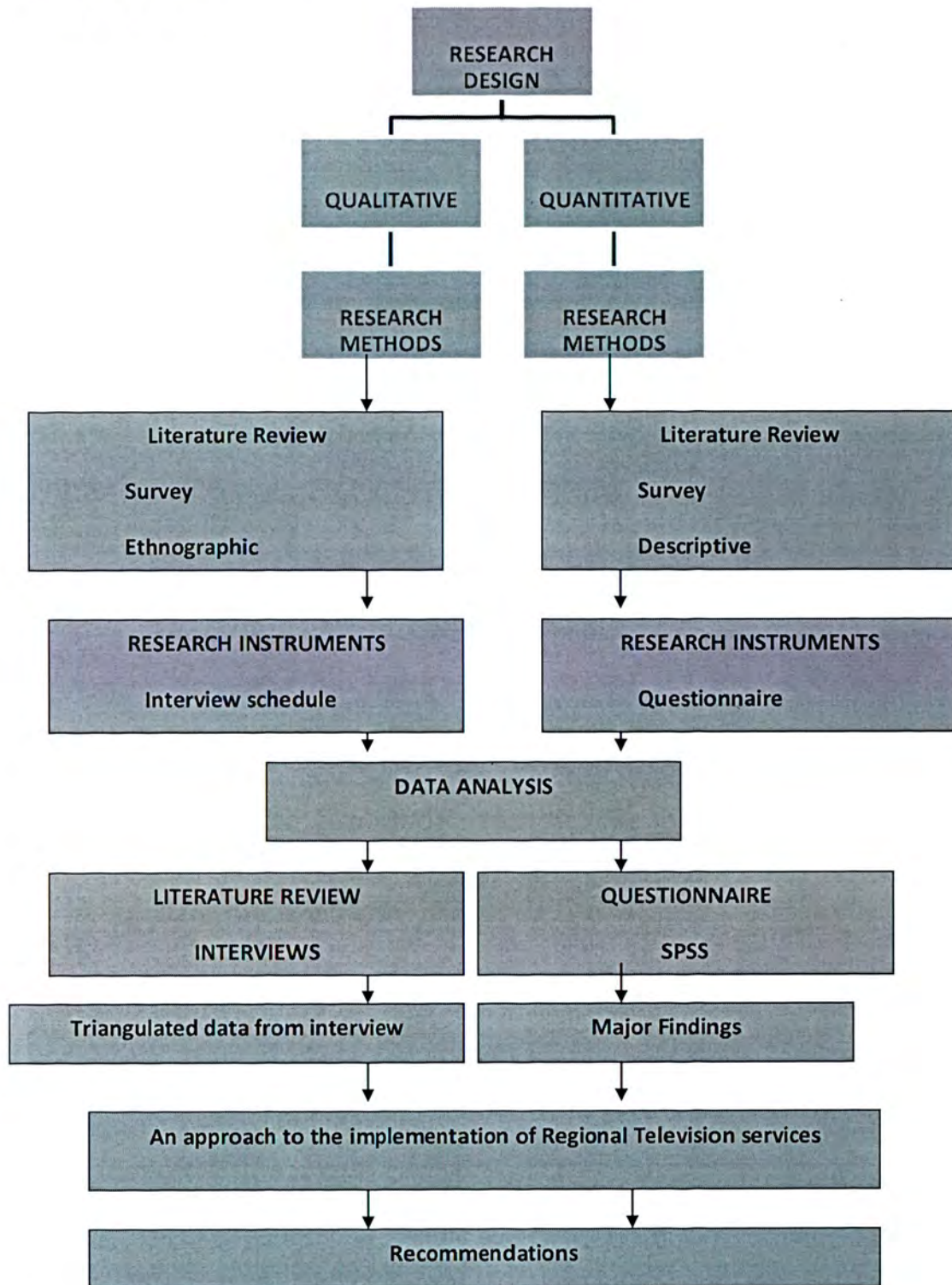


Figure 4.1 Schematic Representation of the Research Design.

4.2 RESEARCH THEORY

According to Bless and Higson-Smith (2000: 63/64), 'the first steps in constructing a good research theory require the researcher to answer several fundamental questions about the research. These relate to the focus, the unit of analysis and the time dimension of the problem at hand'. In this regard, the researcher chose both a qualitative and a quantitative approach to address the fundamental questions of this study. Creswell (2007) observed that 'the research theory for this study is a 'dominant-less dominant design''. Creswell (2007) further describes 'this design as that which presents the study within a single dominant theory with a small component of the overall study drawn from the alternative theory'. The following assumptions support the use of this theory in this study as the,

- introduction to the research study is presented from the framework of the dominant theory, which is a qualitative theory;
- use of literature is consistent with the dominant theory, that is, inductively used (qualitative approach); and
- study is theoretically driven by the qualitative methods incorporating a complementary quantitative component. In this study, the researcher was largely engaged in qualitative research while the quantitative theory was used to determine an understanding of the potential of the participants in the study (Creswell, 2007: 178).

4.3 RESEARCH APPROACH

Qualitative and quantitative research approaches were employed in this study to gather evidence on the feasibility and the viability of regional television services in the NWP of South Africa. Fieldwork was conducted to establish the feasibility of the regional television services in the NWP. A general questionnaire was also administered to determine the attitudes towards and interests of the public in the establishment of a regional television service. Interviews were conducted with

various provincial, political, economic, and social structures to determine the interest and the capacity of the province in hosting a regional television service.

4.3.1 Qualitative Research Approach

Qualitative research concerns itself with an assessment of a situation expressed in words. It has to do with qualities rather than quantities. It describes types, styles and similar factors in an effort to understand the phenomenon as a totality. However, a qualitative approach does make use of quantitative data to help in forming a total understanding of the phenomenon (Le Compte, Millroy & Preissle, 2002:7; Van den Aardweg, 2001).

In this study, interviews were used to collect data in a less technical, everyday language. Babbie and Mouton (2001:270) identify the following features regarding the qualitative approach being described as a:

- research conducted in the natural setting of social factors;
- emphasis on the actor's perspective;
- primary aim in-depth descriptions and understanding of actions and events;
- main concern to understand social action in terms of its specific context, rather than an attempt at generalising to some theoretical population;
- research approach that is often inductive, resulting in the generalisation of new hypotheses and theories; and
- qualitative researcher seen as the main instrument in the research process.

Cognisant of the above factors, the interviewer conducted the interviews in the natural setting. Interviews with media academics in charge of teaching media at university level (lecturers) were conducted in their offices during their consultation times. Some provincial politicians were interviewed in their offices at the NWP legislature buildings per the arranged appointments and others in their

regional/provincial offices as per appointment. Provincial district officials like councillors and mayors were interviewed in their respective district offices. The main aim of these interviews was to obtain in-depth descriptions and a better understanding of actions surrounding the establishment of regional television services.

4.3.2 Quantitative Research Approach

This study also followed the quantitative research approach. Here data from questionnaire schedule (see Annexure 9) was utilised. A quantitative approach concentrates on quantities and the phenomenon is seen as being constant, stable and one-dimensional (Van den Aardweg, 2001:190). Hittleman and Simon (2003) observed quantitative research as 'characterized by the use of statistical analysis. Its purpose is to describe, compare and attribute causality'. In this study, it is fulfilled through the assigning of numerical values to variables being investigated and the mathematical analysis of those values. Usually, quantitative research is considered to be objective. Tables were drawn to present variables under this study. Quantification makes the study more explicit (Babbie, 2001: 32). A questionnaire was also used for quantifying the attitudes of the public towards the establishment of regional television services in the NWP.

4.3.3 The qualitative and quantitative research approaches combined

Babbie (2001) reiterates that 'the distinction between qualitative and quantitative data in social research is essentially the distinction between numerical and non-numerical data'. In this study, data collected through questionnaires is numerical, while data collected through interviews is non-numerical. Data obtained through a public questionnaire was necessary because qualitative research alone can have the disadvantage of being made up of purely verbal descriptions (Babbie, 2001: 36). On the other hand, the quantitative approach alone can have the disadvantage of being regarded as made up of figures without meaning. It is important to note, therefore, that in this study both qualitative and quantitative research designs have been used.

4.4 RESEARCH METHODS

4.4.1 Literature Review

In this study, a thorough review of primary and secondary sources was made with the view to gathering information on critical issues and implementation models regarding the establishment of regional television services. A DIALOG-search was made on the internet using the following terms: regional television; provincial television services; establishment of regional television stations and implementation of regional television stations. A search was also conducted of SABINET on-line journals to establish whether similar topics had been researched by other authors. There were no research publications on feasibility or viability of regional television services; only public broadcasting studies had been conducted. Archives and broadcasting textbooks as well as learning area descriptive documents were also consulted in the review of literature.

In this study, the literature review was conducted following reasons advanced by Lekgotlo and Teu (1998) who suggested to:

- look at the problem under investigation from different perspectives;
- link his/her study to existing knowledge;
- scrutinise what has been done in the area of study in different cultural settings in developed countries (e.g. USA, UK, Canada, Australia, Germany, Switzerland) and developing countries (e.g. African countries like Nigeria, Ghana, Botswana, Lesotho and South Africa);
- define terms and concepts more clearly; and
- identify areas for further research.

4.4.2 Survey Method

Schnetler (2001) maintains that 'the survey method is an empirical and logical study involving the systematic and impartial collection of data from a sample of cases as well as the statistical analysis of the findings'. He further asserts that 'it

is a method that is free from personal bias because information obtained is isolated from the values, convictions and suppositions of the researcher'. A survey is an empirical and logical investigation that is systematic and impartial in its gathering of information from respondents. Its analysis is also fair and unbiased (Schnetler, 2001: 1). Survey research has certain characteristics which are relevant to this study. This study draws information from respondents who are representative of the population. This survey is supported by a review of relevant literature on regional data, allowing for an analysis of the feasibility and viability of hosting a regional television services within the NWP. This study was most concerned with the present position of the public broadcaster, the SABC in this case, in providing television services with provincial customized content to the whole country.

There are also various types of survey data methods. The exploratory, descriptive and explanatory research methods are examples (Dixon, 2003: 13). This study employed descriptive and explorative methods as they are more suited to its objectives like,

- descriptive research according to (Dixon, 2003: 13) involves a detailed description of the phenomenon under investigation were: people, groups, organisations and objects interacting with one another and the frequency of occurrence of particular characteristics. A description of the conditions of the province supporting R-TV, including the attitude of people to paying licences, provincial economic conditions, language diversities, challenges and factors affecting the implementation of R-TV; and
- exploratory studies: a relatively lesser known field is explored. Knowledge obtained usually gives insight into further research. An exploratory study usually comprises a review of the relevant literature, data collected from people who have practical experience of the problem, and the analysis of its data (Dixon, 2003: 16). Exploratory research was relevant in this study since the literature review and relevant empirical study information from other studies serves as its foundation.

4.4.3 Ethnographic Research

Ethnography is characterised by the researcher participating either overtly or covertly in people's lives for an extended period of time, observing what happens, listening to what is being said and asking questions and collecting any information that might bring light to the study (Hammersley & Atkinson, 2005: 01). Ethnographic research makes the researcher a participant observer. In this respect, Rosnow and Rosenthal (2002: 77) observed that '[e]thnography can be seen as a more standardized variant of participant observation in which the objective is to document the customs, habits, and actions of a group of people, usually a culture'.

Some aspects of this research can be classified as an ethnographic study. This is because in some cases culture, beliefs and traditions play a role in the subject under investigation. People's attitudes to television licences, provincial support and capacity, the experiences of the former BOP TV and language diversity within the province were investigated by the researcher.

4.5 POPULATION

Gay and Airasian (200) maintain that 'population is the group of interest to the researcher, the group to which he or she would like the results of the study to be generalized. The generalization is regarded as the extent to which the results of one study can be applied to other population or situations'. In 1994 the population of the North West Province was estimated to be 3 669 349 (out of a total of an estimated 44 819 778 people living in South Africa); 65% of the people in the North West Province live in rural areas. The majority of the province's residents are Tswana people who speak Setswana. Smaller groups include Afrikaans, Sesotho and IsiXhosa speaking people. English is spoken primarily as a second language. Most of the population belong to Christian denominations (figures according to Census 2001 released in July 2003).

The North West Province of South Africa shares a border to the north with Botswana, to the south with the provinces of Free State and the Northern Cape, and is bordered to the northeast and east by the Limpopo Province and Gauteng. Covering 118 797 sq km (45 869 sq miles), the North West Province was created in 1994 by the merger of Bophuthatswana, one of the former Bantustans (or black homelands) and the western part of the Transvaal, one of the four former South African provinces. In order to cover this population, the following respondents were included as stakeholders in the study:

- NWP Premier's office, SABC regional office, media personalities, media/communication lecturers, media/communication students (NWU-Mafikeng Campus), DR Modiri Molema district municipality - executive mayors , Mafikeng Industrial Development Zone (MIDZ), members of a political and labour union structures within the province (Independent Democrat (ID), Democratic Party (DA), African National Congress (ANC), Pan African Congress (PAC), United Democratic Movement (UDM), United Christian Democratic Party (UCDP), National Education and Health Allied Workers Union (NEHAWU), Freedom Front Plus (FFP), South African Democratic Teachers Union (SADTU), House of Traditional Leaders, Provincial Spokesperson and NW Youth Commission).

4.5.1 Sampling

A sample may be described as a sub-theme of a larger population (Sudman, 2001: 11). This would mean that, before thinking of the samples, one should have a clear picture of the population from which the sample is to be selected. According to Gay and Airasian (2000), 'a sample comprises individuals, items or events selected from a larger group referred to as a population. The purpose of sampling is to gain information about the population by using the sample. Sampling methods are broadly divided into two categories, namely probability and non-probability sampling methods'. The concept of probability is defined by (Stoker, 1989: 103) as 'the ultimate proportion of times that a certain event occurs if the experiment concerned the event is a possible outcome, which its experiment is to be executed repeatedly'.

A sample of 509 people was drawn from the North West Province. Non-probability methods are cheaper and faster to apply than probability methods. According to Stoker (1989), 'the basic difference in the application of the two classes of procedures is that in non-probability procedures no indication can be given of possible bias or of the error bounds of estimates in respect of population characteristics'. Non-probability approaches included:

purposive sampling: wherein a researcher selects a sample based on his/her experience or knowledge of the group to be sampled (McNeill, 1995: 39). According to an article published anonymously (2001), 'the importance of purposive sampling is to select information rich cases from which one could learn much about issues that are important to the study. In purposive sampling the sample size is very small'. In this study purposive sampling was applied in the selection of participants for interviews. This involved television broadcasting experts from different spheres as listed below:

The selection of respondents was organised as follows:

- NWP Premier's office - (1) – Purposive Sampling
- SABC regional office - (15) – Purposive Sampling
- Media personalities - (10) – Purposive Sampling
- Media/Communication lecturers - (5) – Purposive Sampling
- Media/Communication students (NWU - Mafikeng Campus) - (100) – Purposive Sampling
- Four district municipalities - Executive mayors - (4) – Purposive Sampling
- Mafikeng Industrial Development Zone (MIDZ) – (2) – Purposive Sampling
- Government employees – (250) – Purposive Sampling (The NWU Business School was training NWP Finance Department personnel from all over North West Province. The researcher received permission to travel to all training centres to distribute questionnaires)
- Graduate school students (MBA) – (30) – Purposive Sampling
- Municipal employees – (60) – Purposive Sampling

- Independent Democrat (ID) – (1), Democratic Party (DA) (1), African National Congress (ANC) – (10), Pan African Congress (PAC) – (5), United Democratic Movement (UDM) – (1), United Christian Democratic Party (UCDP) – (1), National Education and Health Allied Workers Union (NEHAWU) – (3), South African Democratic Teachers Union (SADTU), - (2) House of Traditional Leaders (1), and NW Youth Commission (1) – Purposive Sampling

This brought the number of respondents involved in the study to 503 people.

4.5.2 Probability sampling

In probability sampling, each element of the population has a known positive probability of being selected as an element of the sample (Stoker, 1989: 103). According to Gay and Airasian (2000), probability sampling includes the following:

- **'Stratified sampling'**: it is the process of selecting a sample in such a way that identified sub-groups in the population is represented in the sample in the same proportion that they exist in the population'. It can also involve selecting equal sized samples from each number of subgroups if subgroups are desired (Gay & Airasian, 2000: 126). In this sample, five districts were selected from the entire population to represent community members. This is because district municipalities are the direct community representatives of people on the ground through their members elected to serve on these municipalities, some as employees and some as councillors.

4.5.3 Non-Probability Sampling

Non-probability methods are cheaper and faster to apply than probability methods. According to Stoker (1989), 'the basic difference in the application of the two classes of procedures is that in non-probability procedures no indication can be given of possible bias and of the error bounds of estimates in respect of population characteristics'. The researcher also used purposive sampling which is a type of sampling was used because it is based entirely on the judgement of

the researcher, in that a sample is composed of elements which contain the most characteristic, representative or typical attributes of the population (De Vos, 2001: 198). On the other hand, Creswell (2007) reiterates that 'purposeful sampling is a sampling wherein the researcher selects individuals and sites for study because they can purposefully inform an understanding of the research problem and central phenomenon in the study'. It is also important to note that decisions need to be made about who or what should be sampled what form the sampling will take and how many people or sites should be sampled. The judgment of the researcher is obviously very important in this type of sample.

4.6 RESEARCH INSTRUMENTS

Borg and Gall (1989) observed that 'interviews and questionnaires are the most common instruments for data collection in research'. In this study, both questionnaires and structured interviews were employed for data collection.

4.6.1 The Interview Technique

In this study, one of the data collection techniques was the personal interview. Van den Aardweg (2001) maintains that 'the interview is a goal-directed attempt by an interviewer to obtain reliable and valid measures in the form of verbal responses from one or more interviewees. There are two types of interview; the structured interview and the unstructured interview'. The structured interview consists of questions and answers that are predetermined and are rigidly followed. This helps to standardise the interview, classify and analyse the answers (2005: 120). This study used the structured interview but where necessary it allowed respondents to provide more information.

In cases where respondents were not easily accessible, telephonic interviews were held. The interview technique was chosen because an interview can follow up ideas, probe responses and investigate motives, feelings and attitudes which a questionnaire cannot do. Pertinent aspects to this study are mentioned by Welman and Kruger (2003): 'the high costs of preparation and application are

some of its major limitations'. The cost of travelling and time spent in interviewing the respondents delays the writing up of the research. In this study, the cost of travelling in the vast district of the North West Province was an obvious hurdle. Although financial assistance was received from the Faculty of Human and Social Sciences at the North-West University-Mafikeng Campus, it did not cover the required travelling costs.

Personal interviews could not be totally anonymous as respondents were located by means of their positions. The four districts in the North West Province are easily identifiable by their different resources and geographical setup. But where possible, individuals' identities were protected. Personal interviews tend to have a higher response rate than questionnaires (Welman & Kruger, 2003: 165). The interviewer was able to appeal to respondents to give him a few minutes of their time and, more importantly, appointments were made beforehand and honoured.

The structured interview was used because it has the following advantages, as noted by Slacks, Stanley, Tobin & Williams (1997) and Milne (2006: 34) if:

- the interviewee lacks reading skills, he or she will struggle to interpret the questions if they are to be written down. A communication breakdown may result which will lead to invalid data;
- researchers ask difficult questions participants have the chance to seek clarity;
- there are opportunities to establish a rapport, which would not occur if participants were simply reading a text;
- researchers can probe and follow questions up;
- interviews typically produce a higher response rate;
- attention is focussed on a given issue;
- detailed information is gained on the issue under discussion;
- insight into declarative knowledge is provided;
- general rules and problem-solving strategies can be uncovered; and
- a representative sample is possible.

4.6.2 Compilation of the interview schedule

The researcher decided to use structured interviews with politicians, the SABC manager, business community members and communication lecturers because they were in a better position to give reasons for the way certain things were done the way they were. As such an interview demands a lot of time, only a few key informants from the North West Province were interviewed. One official from the Premier's office, one SABC regional manager, four district executive mayors, one member from the DOC (Department of Communication – National Ministry), and one member from each political movement were interviewed. The researcher compiled six different interview schedules. Interview schedule 'A' for Premier's office; interview schedule 'B' for executive mayors; interview schedule 'C' for lecturers; interview schedule 'D' for Ministry of Communications; interview schedule 'E' for each political movement; interview schedule 'F' for the SABC regional manager (Mafikeng). Each of these interview schedules was made up of seven questions.

4.6.3 Interview Procedures

Interviews were held after obtaining permission from the North-West University – Mafikeng Campus's Registrar, NWP Premier's office, National Education, Health, and Allied Workers Union, Faculty of Education, NWP Legislature, Bojanala District municipality, Dr Modiri Molema district municipality, Director - School of Human Sciences, Director in the North-West University–Mafikeng Campus's Graduate school (see Annexure 11).

The general public questionnaires were administered to 503 respondents from the five districts of the North West Province including the provincial legislature and the business community. Twenty respondents were interviewed regarding their perceptions of the establishment of regional television services. This included media academics, politicians, government employees, community members, university students and business experts.

The interview schedule comprised the following questions:

- does the North West Province have the capacity to host Regional Television Broadcasting?
- what social impact will Regional Television Broadcasting have on the North West Province public?
- what will the economic impact of the R-TV services be on the NWP?
- how will the establishment of R-TV services benefit the SADC region if North West Province hosts the Regional TV broadcast?
- will there be enough support from the Provincial government and other stakeholders for the idea?
- will this move increase the rate of people from the province paying their television licences?
- how many languages should be covered by the R-TV services within the NWP?

4.6.4 Questionnaire

A questionnaire is a device that enables the respondent to answer questions. It is any data collecting instrument where respondents directly supply their own answers to a set of questions (Vockell & Van den Aardweg, 2001: 190). This is done by designing a questionnaire which facilitates the respondent's potential to answer questions as accurately as possible in order to provide the necessary information. The structured questionnaire is used to allow respondents to answer within a certain theoretical framework. Vockell (2003) observed that 'this approach has a limitation in that things on the respondent's mind might not come forward. However, this disadvantage is overcome by supplementing it with data from the interview and observation techniques'. This study is not limited to one level of responsibility as lecturers, politicians, media specialists and community members were also interviewed. There were also questions that allowed the respondents to voice their opinions and attitudes.

The general public questionnaire was employed because it had the following advantages, as noted in the New Zealand Guideline Group, (2002) and Milne (2006: 25):

- they are quick to administer;
- they are useful for screening large numbers;
- little skill is needed in their administration;
- interpretation is usually unequivocal;
- they can be derived from statistical results;
- large numbers of respondents are possible;
- a representative sample is possible;
- questions can be standardised;
- statistical tests are possible (depending on the nature of the data collected);
- respondents have time to consider questions;
- they are an inexpensive way to cover a large geographical area; and
- questionnaires are replicable and can be used in later studies and, if well constructed and properly piloted, should be reliable.

4.6.5 Compilation of questionnaire schedule

The researcher compiled a questionnaire of fifty-two questions which were answered by community members, students, media employees and politicians. The literature review in chapters two and three contributed towards the compilation of this questionnaire. Each research problem was formulated against a background of antecedent knowledge. Thus the researcher provided evidence of his familiarity with previous literature and research in the field. Relevant knowledge was critically assessed, evaluated and its value to the research was noted (Van den Aardweg, 2001: 198). The questionnaire sought to measure theoretical and practical knowledge on the implementation of R-TV within the province. It was also designed to determine whether the necessary resources for the implementation of R-TV were available. The questionnaire was divided into five sections as discussed below:

a) Personal information

SECTION 1: (questions 1.1-1.13). The purpose of this section was to gather biographical and demographic information about each respondent.

b) Social and economic challenges facing the implementation of R-TV services

SECTION 2: (questions 2.1 – 2.7). The main aim of these questions was to assess and determine the level of social and economic challenges facing the implementation of R-TV services, as stated by respondents. Respondents had to choose the most appropriate answer that was applicable to their situation.

c) Attitude of people towards licences and media accessibility

SECTION 3: (questions 3.1 – 3.7). The aim of these questions was to determine the perceptions and attitudes of people towards TV licences and media accessibility. In this section 'yes' and 'no' answers with valid reasons were provided.

d) Capacity of provincial government to host and support R-TV

SECTION 4: (questions 4.1 – 4.13). The objective of these questions was to determine the capacity to host the R-TV and the support from provincial government for the establishment of R-TV. Respondents simply had to place a cross on the number representing the answer.

e) Interests and benefits to NWP and SADC

SECTION 5: (questions 5.1 – 5.12). The purpose of this section was to gather information on types of programmes to be compiled and to examine the need for R-TV services.

4.7 THE COVERING LETTER

A covering letter accompanied the questionnaires. This provided respondents with direction in the completion of the questionnaire, information about the questionnaire and guarantees of anonymity (Legotlo, 1994: 168). As suggested by Nelson (2006), the researcher used the following points in designing the covering letter:

- an effective covering letter would assure respondents that their privacy and anonymity were guaranteed;
- the covering letter made an appeal to the importance of the respondent's cooperation;
- a word processor was used so that the letters looked as if they had been individually typed;
- the researcher identified himself by name and position;
- since the study was part of a thesis, the supervisor's name was provided; and
- respondents were promised that they would be provided with a summary of the results if they wished.

4.8 PILOT STUDY

It is important to conduct a pilot study whether a qualitative or a quantitative study is being undertaken. In qualitative research the pilot study is usually informal, and a few respondents possessing the same characteristics as those of the main investigation can be involved in the study, merely to ascertain certain trends (De Vos, 2005: 331). Bless and Smith (2000) observe that the 'pilot study is a small study conducted prior to a larger piece of research to determine whether the methodology, sampling, instruments and analysis are adequate and appropriate'. A pilot study also contributes to the establishment of relationships with the respondents or with the community, and to obtaining permission for the project (De Vos, 2005: 332).

A sample of 25 educators comprising ten from Barolong High School and 15 from Mmabatho High School in Mafikeng were selected by the researcher to test the investigation. Letters requesting permission to conduct interviews with staff members at both Barolong High School and Mmabatho High school were written to the principals and permission was granted. The researcher used interviews as an instrument for the pilot study. All 25 respondents participated in the pilot study with confidence. There were ten questions designed by the researcher, three of which were eliminated after the interviews because they were too technical; for instance, one of them was 'Do you want a free-to-air channel for the R-TV?'

4.9 VALIDITY AND RELIABILITY

The question of validity is notoriously difficult but very important. The questionnaire and interview schedules were developed through a rigorous quality assurance process. Apart from the guidance provided by the two promoters, a professor from the Department of Population Studies at North-West University Mafikeng Campus, specialising in statistics, and a PhD candidate from the same department were being used to look at the instruments. These were academics who had published and presented papers in accredited journals and who were knowledgeable about research instruments. This was done to ascertain the face validity of the instruments.

4.10 THE TRUSTWORTHINESS OF THE RESEARCH (Qualitative)

There are four ways of establishing the trustworthiness of the research, that is, transferability, credibility, conformability and dependability of findings. These will be discussed in the following sections.

4.10.1 The transferability of the findings

A commonly heard objection to interpretative research is the issue of representativeness. This refers to whether the research can be transferred by allowing other researchers to make comparisons with their own work (Terre Blanche & Durrheim, 2003: 431). However, as this study dealt with a particular group of community members, it should be possible to transfer the findings to a similar situation in South Africa.

4.10.2 The credibility of the research findings

Credibility in research is the extent to which data collected and data analysis are believable. Research is believable if methods and findings can be controlled in an objective and reliable manner. Reliability is whether the research instruments are neutral in their effect and measure and produce the same results when used in other situations (Denscombe, 2002: 212).

4.10.3 The conformability of the findings

If data is collected and recorded can one confirm that it occurred in a natural setting (McMillan, 2002: 223)? Conformability means achieving the same results even when a different researcher conducts the research. The researcher may have an impact on the information collected and analysed. In this study, data was transcribed from recordings and interview notes. This transcribed information was then analysed and triangulated (Denscombe, 2002: 228).

4.10.4 The dependability of findings

The trustworthiness of findings can also be determined by the dependability of the findings. Dependability can be achieved by responsibility to the following questions:

- **Do the conclusions do justice to the complexity of the phenomenon?**
A number of categories were described in this study.
- **Has the understanding for research been chosen on common understanding?**

The researcher wanted to know whether the North West Province could host regional television services and, if possible, the approach being followed in order to devise a model suitable for the NWP.

- **Have possible alternative explanations been explored?**

Possible alternative explanations were explored by investigating various factors that influenced this study. As a result of this it was not possible to explore only one explanation. Those factors then necessitated the formulation of a number of challenges to the implementation of regional television services.

- **Have findings been triangulated?**

Findings regarding the various key informants were analysed and compared to see whether they corroborated each other. In this study, the findings from the data collected from the Premier's office, communication lecturers and students, business community, general community members, media specialists and politicians were triangulated (Denscombe, 2002: 231).

4.11 ADMINISTRATIVE PROCEDURES

The researcher distributed the public questionnaires to all five provincial districts, that is, District M, District B2, District B1, District K2, District K1 municipalities, provincial legislature, North-West University's MBA students, financial management participants from the financial units of all departments of the NWP government, community members and the business community. It took the researcher fifteen (15) weeks to visit the five districts to distribute questionnaires to the communication and the executive mayors' personnel in each district who then gave these to various staff members. Collection of the questionnaires from each district took a further six weeks.

The central district was covered in two weeks in which the questionnaires from the business community, community members, academics, traditional leaders

and university students, high school teachers, nurses and politicians were collected. The researcher delivered the questionnaires personally to all relevant offices. He monitored this data collection process because he was collecting the data himself. Six hundred and forty questionnaires were distributed and 503 of these were returned and analysed.

4.12 RESEARCH ETHICS

Ethical issues come to the fore in human sciences research when conflict arises between the values of the community in matters such as freedom and privacy, and scientific methods that are aimed at generating data of the highest quality (De Vos et al., 2003: 75). However, as Baker (2003) maintains, 'ethical issues such as human rights of social scientists to study whatever they deem to be of scientific interest is fundamental in a free society. This right, however, also implies the responsibility to ensure that the relevant investigation meets all the ethical requirements as spelled out in this chapter'.

Finally, Williams et al. (2005: 41) list some guidelines that social studies researchers should follow:

- the possible consequences for research participants should be carefully considered;
- it should be ascertained that the consent of participants is voluntary and informed;
- there should be no implied deprivation or penalty with regard to participants' privacy and dignity for refusal to participate;
- participants should be protected from unwarranted physical or mental discomfort, distress, harm, danger or deprivation;
- as far as the discussion of evaluation of services or cases is concerned, it should only be done for professional purposes and only with people directly and professionally involved;

- all information obtained about participants should be treated confidentially; and
- the researcher should take credit only for work actually done in direct connection with scholarly and research endeavours and should give credit to the contributions made by others (Williams et al., 2005: 43).

4.13 DATA ANALYSIS

This section focuses on analysing qualitative and quantitative data. The literature review, interviews with the Premier's office, politicians, communication/media lecturers and specialists, the business community and officials from the SABC as well as questionnaires completed by communication students and community members provided the data. Analysis helped to identify crucial information that would be used in the formulation of an approach to the implementation of R-TV services in the North West Province.

Bogdan and Biklen (2002: 173) maintain that:

data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others. Analysis involves working with data, organizing it, breaking it into manageable units, synthesizing it, searching for patterns, discovering what is important and what is to be learned, and deciding what you will tell others.

Boland (2002) stated that, 'data analysis consists of data reduction, data display and conclusion drawing or verification. Data reduction means that a mass of information should be summarized and made easier to understand'. This information should also be displayed in the form of tables or graphs so that it is readable and, finally, the meaning of the data must be spelled out. According to Babbie (2002), this information is manipulated for the purpose of drawing

conclusions that reflect the interests, ideas and theories that initiated the investigation.

As the process of data analysis is eclectic, there is obviously no right way of doing it. The researcher needs to be comfortable when developing his/her categories for analysis (Lumadi, 2000: 210). According to Cresswell (2007: 153), the researcher must be open to views that s/he does not ascribe to. This suggests that data analysis must be appropriate to the research questions in place (Jennet, 2004: 103).

4.13.1 Analysis of the qualitative data

This section focuses on the analysis of the qualitative data gathered in this study.

The stages of analysis were as follows:

- data was recorded and analysed;
- data was then combined and compared so as to make sense of it; and
- the findings were then presented according to the research questions presented in Chapter 1.

However, qualitative data does not always need to be formally analysed and a quick analysis of the discussion can provide findings. For the purposes of qualitative data, information was collected by means of interviews and was transcribed into a written format.

Miles and Huberman (2004) maintain that 'few notes should be written as too much information becomes difficult to analyze'. Denscombe (2002) is 'of the opinion that data should be coded and categorized'. This information is then subjected to a process of data reduction (Miles & Huberman, 2004: 10). In this study, data from the interview schedule was tape-recorded and later transcribed verbatim from the tape.

4.13.2 Quantitative analysis

In this study, quantitative data from the questionnaires completed by communication lecturers and students was analysed. Responses were counted and answers coded. Results of the analysis were tabulated. The most widely used statistical package for the social sciences (SPSS), was used in this study. The great advantage of using SPSS is that it allows one to score and analyse data to verify quickly and in many different ways. This helped the researcher to eliminate long hours of manually working out scores. It also ensured the accuracy of calculations (Bryman & Cramer, 1992: 16), as became clear when aggregation and tabulation was done.

Questionnaires and interview schedules were used as the instruments in the collection of data because of the advantages mentioned above. With the help of statisticians from the North-West University Mafikeng Campus, both descriptive and inferential statistics were employed to verify the feasibility of regional television services in the North West Province of South Africa.

4.14 CONCLUSION

Triangulation, a thematic data analysis method, academic discipline, and the researcher's expert knowledge of the industry were used to enhance the validity and reliability of the findings of this study. The tenets of validity and reliability in the study were consistency, objectivity and truthfulness.

The purpose of the study was to analyse and present data on the feasibility and viability of the establishment of regional television services in the North West Province. Guided by the content of the study, the researcher used both qualitative and quantitative research techniques, namely interviews, questionnaires and secondary sources such as books, newspapers, journal articles and online resources. In terms of interviews, the researcher used structured and semi-structured interview methods in his conversations with the

respondents, and extensive information was obtained. In order to fulfil the requirements of validity and reliability, the researcher used, amongst others, triangulation and was guided by scholarly discipline, objectivity, consistency and truthfulness. This research report is intended to contribute to the scholarship and discourse of regional television services in South Africa.

CHAPTER FIVE

5 ANALYSIS AND INTERPRETATION OF DATA

5.1 INTRODUCTION

This chapter reports on an empirical study conducted in the North West Province of South Africa. The understanding and perceptions of politicians, business people, communication/media academics and students, members of the general public, media personnel and government of the feasibility and viability of R-TV services in the NWP are discussed. Data gathered was subjected to detailed analysis by using qualitative and quantitative methods discussed in chapter 4. A detailed description of problems associated with the implementation of R-TV services within NWP, resources, attitudes towards R-TV services, knowledge as well as policy on R-TV services were also analysed and the results are presented in this section.

These results allowed the researcher to devise an approach for the implementation of R-TV services in the NWP and to arrive at conclusions as well as to make necessary recommendations. The results of the analysis of the qualitative and quantitative data are presented and discussed in this chapter. In the case of the questionnaires, an analysis of the data was conducted through the use of a software package called Statistical Package for the Social Sciences SPSS. Open-ended responses to the challenges facing the implementation of regional television services in the NWP, reasons for these problems and possible solutions were also recorded. The researcher felt that it was necessary to provide an in-depth description of the data and this had ultimate bearing on the implementation of R-TV services in NWP.

5.2 GENERAL INFORMATION IN QUESTIONNAIRE

Tables 5.1 – 5.12 reflect the statistical computations of the biographical patterns of respondents. Cross-tabulations were also computed. According to Steyn (2000: 553), whenever we classify subjects in relation to two separate qualitative variables to determine their degree of association, we create what is known as a cross-tabulation. This information is necessary to understand the type of respondents who participated in the study. The information helped to establish a profile of the feasibility and viability of regional television services within the North West Province. Information provided in Tables 5.1 – 5.12 is discussed in this chapter.

5.2.1 Gender

The respondents in the study comprised 215 (42, 2%) males and 288 (56,6%) females (Table 5.1). It is pleasing to note that the majority of females members of the public are interested in the establishment of regional television services in the North West Province. This suggests that women were supportive and not afraid to complete the questionnaire.

		Frequency	Percent
	Male	215	42.2
	Female	288	56.6
	Total	503	98.8
Missing	System	6	1.2
Total		509	100.0

Table 5.1: Gender of respondents

5.2.3 Age

The respondents reported on their age by selecting one of the nine given age groups on the questionnaire. From Table 5.2, it is clear that about 76 respondents (14, 9%) were between ages 39 and 43 at the time of the study, followed by 73 respondents (14, 3%) between ages 19 and 23. Fifty-five respondents (10, 8%) were between the ages of 34 and 38, with 51 respondents (10%) between 44 and 48 years of age. It is interesting to note that 49 respondents (9, 6%) were between the ages of 29 and 33 (these included pupils from high schools; youth who has just started working in government departments and university students), followed by 47 respondents (9, 2%) between 24 and 28. Forty-four respondents (8, 6%) were between 14 and 18 years of age, with 34 (6, 7%) between 49 and 53 years. The last 21 respondents (4, 1%) were in the 51+ age category.

In terms of this data the respondents who were between the ages of 19 and 44 years of age showed a greater interest on R-TV being established in the North West Province.

		Frequency	Percent
Valid	14-18	44	8.6
	19-23	73	14.3
	24-28	47	9.2
	29-33	49	9.6
	34-38	55	10.8
	39-43	76	14.9
	44-48	51	10.0
	49-53	34	6.7

	54+	21	4.1
	Total	450	88.4
Missing	System	59	11.6
Total		509	100.0

Table 5.2: Age of respondents

5.2.3 Race

Table 5.3 indicates that the majority of respondents in this study (465 or 91, 4%) were black Africans, while only 17 (3, 3%) were white. Eleven respondents (2, 2%) were coloured and 10 (2%) of Indian or Asian origin. It is also important to note that Table 5.3 indicates that almost all races within the North West Province were covered by the study. This means that the NWP (one of the so called rural provinces in South Africa) is populated predominantly by black Africans and that these were the people most willing to participate and available to take part in the study.

		Frequency	Percent
	Black	465	91.4
	Coloured	11	2.2
	Indian	10	2.0
	White	17	3.3
	Total	503	98.8
Missing	System	6	1.2
Total		509	100.0

Table 5.3: Race of respondents

5.2.4 Settlement

As indicated in Table 5.4 below, 285 respondents (56%) lived in urban areas and the remaining 211 respondents (41, 5%) in rural areas. This indicates that the majority of people who responded reside in urban areas of the NWP. But even though fewer than half (41, 5%) came from rural areas the sample is sufficient to represent the views of rural inhabitants.

		Frequency	Percent
	Urban	285	56.0
	Rural	211	41.5
	Total	496	97.4
Missing	System	13	2.6
Total		509	100.0

Table 5.4: Type of settlement of respondents

5.2.5 District

The questionnaires were administered in each of the five regions. Table 5.5 indicates that of the five provincial districts, together with the NWP legislature representing the provincial political hub, district 'M' municipality had the highest number of respondents (47, 9%), followed by district 'B 1' municipality with 114 respondents (22, 4%). Ninety-nine respondents (19, 4%) were from the district 'K 1' municipality with district 'B 2' municipality providing 14 respondents (2, 8%). District 'L' had only eight respondents (1, 6%) participating in the study. This indicates that district 'M', with almost half of the respondents, was most representative. District 'M' is the capital city of the NWP and it is situated where the study was commissioned.

		Frequency	Percent
	District 'M'	244	47.9
	B 1	114	22.4
	District 'K 1'	21	4.1
	'L'	8	1.6
	'B 2'	14	2.8
	'K 2'	99	19.4
	Total	500	98.2
Missing	System	9	1.8
Total		509	100.0

Table 5.5: Provincial district of respondents

5.2.6 Migration Status of Respondents

The respondents reported their migration status by selecting either 'Yes' or 'No' on the questionnaire. The 'Yes' group (365 respondents or 71,7%) represents people who have lived in the North West Province since birth while the 'No' group (141 respondents or 27,7%) represents those who moved to the North West Province later in life. Since the majority of cities or towns in the NWP have attracted people from all over South Africa, it is of the utmost importance that the researcher indicates how many people are in the province only for purposes of work but do not live there. The results indicate that the majority of respondents were born and live permanently in the province. This suggests that the majority of people settling within the NWP supported the establishment of R-TV.

		Frequency	Percent
	Yes	365	71.7
	No	141	27.7
	Total	508	99.8
Missing	System	1	.2
Total		509	100.0

Table 5.6: Migration status of respondents

5.2.7 Educational level

Table 5.7 indicates that almost three quarters of the respondents (370 or 72, 7%) had tertiary education qualifications, followed by 95 (18,7%) with a secondary education qualification (matriculation only). Twenty-two respondents (4, 3%) had either foreign qualifications recognised by the South African Qualification Authority (SAQA), or did not want to indicate their highest educational qualifications. The remaining ten respondents (2%) had only completed primary school at the time of the study. This indicates that the majority of the respondents were well educated and could understand the value of R-TV in the NWP.

		Frequency	Percent
	Primary School	10	2.0
	Secondary School	95	18.7
	Tertiary Education	370	72.7

	Others	22	4.3
	Total	497	97.6
Missing	System	12	2.4
Total		509	100.0

Table 5.7: Educational level of respondents

5.2.8 Employment

The respondents were asked to state their employment status on the questionnaire. According to Table 5.8, over half (282 respondents or 55, 4%) were employed, followed by 159 (31, 2%) who were university students. These were purposively selected by the researcher as those who were majoring in broadcasting and in their final year of study. Twenty-six respondents (5, 1%) were unemployed (these are people identified in the local shopping centres wondering around).

It is also indicated in Table 5.8 that 27 respondents (5, 3%) were employers (these are people who own businesses of different levels in terms of cc, Pty (Ltd), or other businesses). Only one respondent in this study (0, 2%) was a professional politician. This indicates that the majority of respondents were people who were working as they were able to own a television. They could have been the breadwinners of the family. They would be supported by the establishment of R-TV services in the NWP because they could also use it to reach their customers.

		Frequency	Percent
	Employer	18	3.5
	Employee	282	55.4
	Self-employed	9	1.8
	Student	159	31.2
	Politician	1	.2
	Unemployed	26	5.1
	Total	495	97.2
Missing	System	14	2.8
Total		509	100.0

Table 5.8: Employment status of respondents

5.2.9 Marital Status

As indicated in Table 5 respondents were asked to select from seven options of marital status. It is important to note that over half (261 respondents or 51, 3%) were not married, followed by 188 respondents (36, 9%) who were married. Twenty-four respondents (4, 7%) were divorced whilst nine (1, 8%) were widows or widowers. Nine (1, 8%) did not indicate their marital status. Of the remainder, four respondents (0, 8%) were cohabitating (couples living together but not officially married), followed by two respondents (0, 4%) who were separated. This suggests that there might be a large number of single parents within the NWP than the number of married of couples.

		Frequency	Percent
	Married	188	36.9
	Divorced	24	4.7
	Widow/ Widower	9	1.8
	Not Married	261	51.3
	Separated	2	.4
	Co-habiting	4	.8
	Undisclosed	9	1.8
	Total	497	97.6
Missing	System	12	2.4
Total		509	100.0

Table 5.9: Marital status of respondents

5.2.10 Households

Respondents indicated the type of household they lived in at the time of the study. Just more than a third (185 respondents or 36, 5%) were children within the family, followed by 176 (34, 6%) who were mothers within their respective families. Fathers made up only 22, 8% (116) while ten respondents (2%) were grandmothers. The remaining two respondents (0, 4%) were grandfathers. This indicates that the majority of the respondents were still living with parents even though they were independent as they were working; the majority of these indicated that they were not married.

		Frequency	Percent
	Father	116	22.8
	Child	185	36.3
	Grand-mother	10	2.0
	Mother	176	34.6
	Relative	11	2.2
	Grand-father	2	.4
	Total	502	98.6
Missing	System	7	1.4
Total		509	100.0

Table 5.10: Household status of respondents

5.2.11 Family structure

As shown in Table 5.11, respondents were asked to indicate how many members made up the family they were living with. Numbers were used to indicate the scale of members of the family. One hundred and forty-five respondents (28, 5%) indicated that there were only two members of the family living in one household, followed by 87 respondents (17, 1%) who answered that there were three people in the household. It is also interesting to note that 76 respondents (14, 9%) lived alone, compared to 52 respondents (10, 2%) who lived with at least four people. Very few (31 respondents or 6, 1%) indicated that there were five members in their household and 18 respondents (3, 5%) said that there were six people in their family. The remaining ten respondents (2%) recorded that there were eight people living in one household while nine respondents (1, 8%) indicated that there were seven people living in one family. This seems to indicate that the majority of respondents had small families.

		Frequency	Percent
	1	76	14.9
	2	145	28.5
	3	87	17.1
	4	52	10.2
	5	31	6.1
	6	18	3.5
	7	9	1.8
	8	10	2.0
	Total	428	84.1
Missing	System	81	15.9
Total		509	100.0

Table 5.11: Family structure of respondents

5.3 DATA COLLECTED AND ANALYSED THROUGH QUESTIONNAIRES AND INTERVIEWS

Given the status and responsibilities of the various stakeholders, appointments were made for the distribution of questionnaires and dates were set with each individual so that the researcher could interview them in their offices. Questionnaires were distributed to respondents' offices or given to them personally by the researcher. Interviews with respondents were held in their offices and they allowed the researcher to record their responses on tape. The data collected from questionnaires and interviews with various stakeholders was arranged according to seven categories:

- Does the North West Province have the capacity to host Regional Television services?
- What social impact will Regional Television broadcasting have on the public of North West Province?
- What economic impact will R-TV services have on the NWP?
- How will the establishment of R-TV services benefit the SADC region if North West Province hosts the Regional TV broadcast?
- Will there be enough support for the idea from the provincial government and other stakeholders?
- Will this move increase the rate at which people in the province pay their television licences?
- How many languages should be covered by the R-TV services within the NWP?

5.3.1 Does the North West Province have the capacity to host regional television broadcasting?

5.3.1.1 Data from questionnaires

The main aim of this section was to determine whether the North West Province and its public have the capacity and the support needed to host regional television services. Information in this section is very important because it indicates different structures and stakeholders needed to support R-TV.

Table 5.12 reflects that the majority of respondents (447 or 87, 8%) were interested in the NWP hosting regional television services, with only a small minority (40 or 7, 9%) indicating that they did not want the province to host such a service. This means that the majority of respondents would like to see the establishment of R-TV services. This positive response may spring from NWP's experiences of the former BOP TV services.

		Frequency	Percent
	Yes	447	87.8
	No	40	7.9
	Total	487	95.7
Missing	System	22	4.3
Total		509	100.0

Table 5.12: Views on R-TV hosting by the NWP

Table 5.13 shows the results on whether R-TV should use the facilities in the former BOP TV buildings. An overwhelming 399 respondents (78, 4%) supported the idea that facilities located in the former BOP TV complex should be used for R-TV services, and only a small group (71 or 13, 9%) did not support the idea.

		Frequency	Percent
	Yes	399	78.4
	No	71	13.9
	Total	470	92.3
Missing	System	39	7.7
Total		509	100.0

Table 5.13: The use of facilities in the former BOP TV centre

It is important to note that respondents were given four options to record their views on the sustainability of R-TV services within the NWP of South Africa. According to Table 5.14, almost half the respondents (241 or 47, 3%) selected a combined support (government, private and the community) type of effort

followed by 96 respondents (18, 9%) opting for community support. The remaining 80 respondents (15, 7%) indicated that government support was important while only 55 respondents (10, 8%) were in favour of business support. This indicates that communities within the NWP fully support the establishment of R-TV within the North West Province.

The majority of respondents indicated that they supported the combined structure, that is, one in which government joins forces with community structures and the business community in support of R-TV.

		Frequency	Percent
	Community support	96	18.9
	Government support	80	15.7
	Business support	55	10.8
	Combined support	241	47.3
	Total	472	92.7
Missing	System	37	7.3
Total		509	100.0

Table 5.14: Sustainability of R-TV services

5.3.1.2 Data from interviews

Executive Mayors, District Municipalities

The executive mayors indicated that the province had the capacity to host R-TV as it previously hosted former BOP TV, which introduced people to television and its management. The province currently hosts the Regional SABC.

This is what one of them had to say about the capacity of NWP to host R-TV services:

'Yes, you cannot say you will fail unless you try. The province used to have Mmabatho TV, for instance, which closed down because of financial crisis - whereby 90% of the news coverage was mainly about the province. The infrastructure and capacity is there because the province used to have BOP TV and Mmabatho TV' (see Annexure 11, line 192).

Premier's Office (NWP)

The Premier's office has shown tremendous support for the R-TV station, both economically and politically. This is what they said about the capacity of NWP to host R-TV:

'The province is having enough experiences and skills in broadcasting because we still have the former BOP TV staff members around even if we lost some of them to other provinces like Gauteng through the SABC, e.tv and M-net' (see Annexure 11, line 67).

It was also indicated by the Premier's office that this station would help put the NWP on the map.

Academics (NWU -Mafikeng Campus)

Academics at NWU-Mafikeng Campus reported that broadcasting by the former BOP TV in the NWP had made great changes to people's lives. They also reported that people in the province would be able to host R-TV.

One of these academics said with reference to NWP's capacity to host R-TV services:

'I think this type of research will help because it is difficult to determine that now. This province use to host a very good broadcaster the BOP TV. Well, at that time it was a homeland and it was doing well, now we having a democratic province of which one might say expectations are high' (see Annexure 11, line 88).

The majority of respondents (80%) indicated that a number of people gained experience of running TV through the former BOP TV and this would make it easier to launch R-TV services in the NWP.

Labour Unions (NWP)

Most labour unions indicated that this province (NWP) could host a television station with ease. This is what one of them had to say:

'Sir, this province can do that, we have the skill of hosting a television. And our example is the former BOP TV that we had before. It still has set up a mark that we are still struggling to fill especially now because we have closed down the broadcasting complex' (see Annexure 11, line 2700).

It is important to note that labour unions also indicated that the station would bring not just skills but also more employment opportunities which is one of the things that the new democratic South Africa is striving to achieve.

Political Affiliations (NWP)

Most politicians indicated that the former BOP TV should have been transformed into an R-TV for the NWP. Some of them were adamant that:

'This province is the best in producing skills for television even for radio broadcasting. This province has produced several personalities working for the SABC today. I am talking about big names here like Mr Tim Modise, Glen Lewis and others' (see Annexure 11, line 290).

It appears that it is not easy to forget the era of the former BOP TV as long as a vacuum remains as far as R-TV is concerned. As a result, people are supportive of broadcasting in this province.

Youth Commission (NWP)

The Youth Commission (NWP) said that most of the former Radio BOP and BOP TV have trusted and gifted celebrities at SABC-TV and radio had been produced within the Bophuthatswana broadcasting centre. It was felt that there might be job opportunities for the youth at this station:

'I think we use to have a lot of skills and capacity before the new democratic dispensation. Now, we need to train more because the old people have left to other provinces' (see Annexure 11, line 172).

Students (NWU-Mafikeng Campus)

The majority of students from the university indicated that this province had been running a TV station when it was a homeland and therefore it was bound to succeed now:

'I am not sure now because our province as compared to Gauteng and others is not performing well. I am afraid we cannot host the TV station competitively as the SABC, e.tv and the M-net do' (see Annexure 11, line 232).

The province could have come a long way by now as far as broadcasting was concerned had it continued with R-TV at that time.

SABC-North-West

The respondents at the SABC North-West indicated that it would be possible to host R-TV in NWP. They added, however, that if the provincial government was serious about broadcasting they would have to be prepared to spend some money as television implementation was expensive. But they had the skilled manpower to make a success of such a programme.

Business Community (NWP)

The Business Community (NWP) indicated that the province was vibrant and expanding in many different spheres. Television could be part of that growth. They said that past experiences in television existed in the province:

'Yes, this province can host the regional television station' (see Annexure 11, line 325).

Several groups of respondents remarked that there were television skills in the NWP as a result of the former BOP TV experiences. Some business community respondents felt that the old Bophuthatswana business survived partly because of the exposure it had received from the former BOP TV; current business, well networked throughout South Africa and even internationally could surely support this new initiative. This corresponds with the following excerpt from the *Sowetan* (April 7 1984: 11):

...four million SABC TV viewers in the Pretoria, Witwatersrand and Vereeniging areas would get the best American and European shows from the Bophuthatswana television services channel, as a result, businesses would advertise on the former BOP TV from all over South Africa.

5.3.2 What social impact will regional television broadcasting have on the public of North West Province?

5.3.2.1 Data from questionnaires

Respondents were given the opportunity to select questions that would determine the social impact of the implementation of regional television services in the North West Province. This information is necessary to establish whether the province, together with its communities, would be able to host regional television services.

Table 5.15 indicates that almost all the respondents (472 or 92, 7%) reported that they had electricity in their homes; only 24 respondents (4, 7%) indicated that they did not.

		Frequency	Percent
	Yes	472	92.7
	No	24	4.7
	Total	496	97.4
Missing	System	13	2.6
Total		509	100.0

Table 5.15: Electricity status in a household

It is important to note that most of the families are under the care of mothers, as indicated in Table 5.16. A third on the mothers (175 or 34, 4%), were main breadwinners in their families, while only 145 of the breadwinners (28, 5%) were males. It was also indicated in Table 5.16 (Annexure 9) by 54 respondents that there were families which were under the care of more than one person while 46 respondents (9%) recorded that some families were under the care of both adults and children. Only 40 respondents (7, 9%) indicated that they were parents taking care of families, while 36 respondents (7, 1%) were grandchildren and other family relatives helping to support their families.

This indicates that in most households fathers were the breadwinners; it is also observed that if fathers can take care of their families they can also assist or participate in financial support of the R-TV services. This assistance could be in

the form of paying for small advertisements or making donations to the station if they own their own businesses.

		Frequency	Percent
	Adult children	46	9.0
	Father	145	28.5
	Mother	175	34.4
	Grandchildren and others	36	7.1
	Parents	40	7.9
	More than one person	54	10.6
	Total	496	97.4
Missing	System	13	2.6
Total		509	100.0

Table 5.16: Main breadwinner in a household

The majority of respondents (462 or 90, 8%) said that they owned a television set, followed by 31 (6, 1%) who did not have a television set in their home. This suggests that television is not a new phenomenon to respondents from the NWP.

		Frequency	Percent
	Yes	462	90.8
	No	31	6.1
	Total	493	96.9
Missing	System	16	3.1
Total		509	100.0

Table 5.17: Ownership of television sets by respondents

According to Table 5.18, 116 respondents (22, 8%) indicated that they received the SABC 1 channel, followed by 115 (22, 6%) who received all SABC channels. Eighty respondents (15, 7%) received SABC 1, 2, 3 and e.tv, with 45 respondents (8, 8%) indicating that they subscribed to M-NET/DSTV channels.

Through M-net/DStv, subscribers receive all SABC channels including e.tv. Thirty-eight respondents (7, 5%) received only three channels, that is, SABC 1, 2, 3 with 33 respondents (6, 5%) recording that they also received e.tv. The remaining 27 respondents (5, 3%) received SABC 1 and 16 respondents (3, 1%) did not receive SABC3 at all.

		Frequency	Percent
	SABC 1	116	22.8
	SABC 2	27	5.3
	SABC 3	16	3.1
	e.tv	33	6.5

	M-net/DStv	45	8.8
	First three channels	38	7.5
	First four channels	80	15.7
	All the above	115	22.6
	Total	470	92.3
Missing	System	39	7.7
Total		509	100.0

Table 5.18: Which television channels do you receive in your area?

Table 5.19 indicates that 463 respondents (91, 0%) agreed that regional television services would benefit the community of the North West Province through localized content that will be broadcasted on the regional television services, with only 26 respondents (5, 1%) believing that the community would not benefit from regional television services.

		Frequency	Percent
	Yes	463	91.0
	No	26	5.1
	Total	489	96.1
Missing	System	20	3.9
Total		509	100.0

Table 5.19: Community benefits from the R-TV

In Table 5.20, 409 respondents (80, 4%) indicated that there were a number of people in the North West Province who had broadcasting skills; 60 respondents (11, 8%) indicated that people in NWP did not have the relevant skills.

		Frequency	Percent
	Yes	409	80.4
	No	60	11.8
	Total	469	92.1
Missing	System	40	7.9
Total		509	100.0

Table 5.20: Manpower to run the R-TV services

Respondents were required to indicate which class from the four types of broadcasters on the questionnaire they preferred. Table 5.21 shows that over half the respondents (293 or 57, 6%) indicated that they preferred the free-to-air type of broadcaster with 113 respondents (22, 2%) are supporting a digital satellite type of broadcasting. Thirty-two respondents (6, 3%) supported traditional antennas which are transmitters supplied by Sentech and only 18 respondents (3, 5%) preferred digital terrestrial connections.

		Frequency	Percent
	Free-to-air	293	57.6
	Digital satellite	113	22.2
	Digital terrestrial	18	3.5
	Traditional antennas	32	6.3
	Total	456	89.6
Missing	System	53	10.4
Total		509	100.0

Table 5.21: Format of R-TV broadcast

Respondents were required to state their choice of programme that would benefit communities. Table 5.22 indicates that 269 respondents (52, 8%) would have been pleased to view local content programmes because they can identify themselves with the content broadcasted, followed by 174 respondents (34, 2%) who were interested only in local content programmes. The remaining 26 respondents (5, 1%) were not interested in local content programmes and 12 respondents (2, 4%) were not at all interested in programmes with local content. This indicates that people within the NWP would like to watch their own locally written and produced TV programmes which would reflect their neighbourhood and its communities.

		Frequency	Percent
	more interested	269	52.8
	Interested	174	34.2
	Not interested	26	5.1
	Not at all interested	12	2.4
	Total	481	94.5
Missing	System	28	5.5
Total		509	100.0

Table 5.22: Interest in local content of programmes on R-TV

In Table 5.23, more than half of the respondents (298 or 58, 5%) indicated that they were more interested in local news, followed by 148 respondents (29, 1%) who were slightly interested in local news, with the remaining 21 (4, 1%) and 11 (2, 2%) respondents not interested or not at all interested in local news programmes respectively. This seems to suggest that the majority of respondents would like local (provincial) news to dominate over news from other provinces or countries.

		Frequency	Percent
	More interested	298	58.5
	Interested	148	29.1
	Not interested	21	4.1
	Not at all interested	11	2.2
	Total	478	93.9
Missing	System	31	6.1
Total		509	100.0

Table 5.23: Interest on watching local news

Respondents	Will you watch a Local Television channel that screens local topics like magazine programmes?		Show your interest in screen's local entertainers and neighbourhood and city/town Festivals?		How interested would you be in watching a local television channel that screens local news programmes?	
	Frequency	%	Frequency	%	Frequency	%
more interested	253	52.5	248	52.2	219	46.6
Interested	184	38.2	180	37.9	195	41.5
Not interested	35	7.3	33	6.9	47	10.0
Not at all interested	10	2.1	14	2.9	9	1.9
Missing (system)	27	5.3	34	6.7	39	7.7
Total	509	100.0	509	100.0	509	100.0

Table 5.24, indicates that the majority of respondents would be interested in watching programmes which featured activities from their local communities, for example, documentaries, spots, festivals and special interest programmes relevant to their own lives.

In Table 5.33, 184 (38%), 180 (37, 9%) and 195 (41, 5%) indicated that they were interested in local news. Forty-seven respondents (10%), 35 respondents (7, 3%) and 33 respondents (6, 9%) were not interested and the remaining ten (2, 1%), 14 or 2, 9%) and nine respondents (1, 9%) were not interested at all in local news programmes.

Table 5.24: Support for local festivals and special interests programmes

According to Table 5.25, 223 respondents (46, 8%) recorded 'yes' in support of the local sporting events programmes, 263 respondents (54, 8%) were interested in these local programmes followed by 182 respondents (38, 2%), with 179 respondents (37, 3%) who were interested on local current affairs. Fifty-two respondents (10, 9%) and 30 respondents (6, 3%) indicated that they were interested in local events programmes. The remaining 20 respondents (4, 2%) and the 8 respondents (1, 7%) recorded no interest in local produced programmes (these are programmes from within their various communities).

Thus the majority of respondents supported the idea that R-TV would promote their own local home-based sports and current affairs topics.

Respondents	Interest in local television channel that screens local amateur and professional sporting events and meetings?		How interested would you be in watching a local television channel that screens local current affairs?	
	Count	%	Count	%
more interested	223	46.8	263	54.8
Interested	182	38.2	179	37.3
Not interested	52	10.9	30	6.3

Not at all interested	20	4.2	8	1.7
Missing (system)	32	6.3	29	5.7
Total	509	100.0%	509	100.0%

Table 5.25: Support for sporting events and local current affairs

Table 5.26 indicates that 210 respondents (46, 3%) were interested in local economic affairs programmes whilst 196 of respondents (41, 1%) were also more interested in local political programmes. A total of 184 respondents (40, 5%) also indicated that they were supporting local economic affairs programmes with 159 respondents (33, 3%) indicating interests in political affairs programmes. The remaining 85 respondents (17, 8%) were not interested with 44 respondents (9, 7%) not at all interested in local programmes. Thirty-seven respondents (7, 8%) and 16 respondents (3, 5%) were not interested at all in the local political and economic programmes. All in all, the majority of respondents indicated that a new R-TV station should offer them more home brewed programmes. It would be interesting to watch programmes produced by their children, by people whom they were related to, or people whom they knew or who came from the same village/area.

Respondents	How interested would you be in watching a political television channel that screens local political affairs?		How interested would you be in watching a local television channel that screens local economic affairs?	
	Count	%	Count	%
more interested	196	41.1	210	46.3
Interested	159	33.3	184	40.5
Not interested	85	17.8	44	9.7

Not at all interested	37	7.8	16	3.5
Missing (system)	32	6.3	55	10.8
Total	509	100.0	509	100.0

Table 5.26: Support of local political and economic affairs programmes

In Table 5.27 the figures reflect that the vast majority of respondents (263 or 57, 8% and 200 or 43, 9%) showed interest in religious and health affairs programmes, while 156 (34, 2%) and 143 respondents (31,4%) were interested. It is also important to note that 64 respondents (14%) and also 34 respondents (7, 5%) were not interested in religious or health affairs. The remaining 36 (7, 9%) and 15 respondents (3, 3%) were not at all interested in local religious and health affairs programmes. Health and religious content based programmes and community based programmes are very sensitive; perhaps this is why the majority of respondents indicated that they would like to see this type of issue discussed locally in order to build the moral foundation of their communities.

Respondents	How interested would you be in watching a local television channel that screens local religious affairs?		How interested would you be in watching a local television channel that screens health affairs?	
	Count	%	Count	%
More interested	200	43.9	263	57.8
Interested	156	34.2	143	31.4
Not interested	64	14.0	34	7.5

Not at all interested	36	7.9	15	3.3
Missing (system)	53	10.4	54	10.6
Total	509	100.0	455	100.0

Table 5.27: Interests on local religious and health affairs programmes

5.3.2.2 Data from interviews

Executive Mayors (District Municipalities)

Executive Mayors indicated that in the NWP the youth were taught the Setswana culture and values. They believed that R-TV could be the foundation for teaching future leaders about the various communities. Retaining their values meant retaining their high standards. The station would add a number of local programmes that were not included by existing SABC-TV stations. They indicated that the former BOP TV and Mmabatho TV had had an impact on the area. Programmes would have to be developed in line with the province. They also indicated that:

'a research need to be conducted that will help as a guideline on what the audience wants. The public will be impressed because for once the television will cover stories that concern them. We have television stations but they cover other provinces' stories other than covering North West Province stories' (See Annexure 11, line 33.).

Premier's Office (NWP)

The Premier's office indicated that R-TV would change the lives of various people within the province and would raise awareness of provincial government programmes. They also felt that people's lives had already changed and that a

number of people in rural areas now owned television sets. They believed that the government could use the station to speak to people all over the province.

Academics (NWU-Mafikeng Campus)

The academics who were interviewed reported that people's standards of living within the province had changed. It would become easier for communities to see their projects on television. This is what some of them said,

'people will be more creative in their daily lives because they are aware that anytime something can be broadcasted on their local television' (See Annexure 11, line 113).

Labour Unions (NWP)

The labour Unions were of the opinion that North West Province people's lives would change because of what would be shown on television. The following is one of the statements made by a respondent:

'yes, we will start to see our lifestyle on television'. It has been indicated that it will be easy to see themselves on their own television doing their daily styles' (See Annexure 11, line 272).

Political Affiliations (NWP)

One of the politicians within the North West Province had this to say:

'yes, local television will show what we have in our province, traditions, and cultures and how we live'. Various people of this province were used to former BOP TV during the former homeland of Bophuthatswana' (see Annexure 11, line 292).

He went on to say that in the new dispensation, people needed to be taught about television and the changes that it brought to communities and their lives. R-TV would change people's standard of living in that they would compare their lives with what they saw on R-TV. They also indicated that local content would be relevant to R-TV.

Youth Commission (NWP)

Regarding the social impact that R-TV would have, the Youth Commission said that:

'provincial television station will not be a new thing to us since we were exposed to television by the Bophuthatswana broadcasting services during the homeland of Bophuthatswana'. They are used to the former BOP TV. I think it will be a continuation of their lives change' (see Annexure 11, line 174).

Students (NWU-Mafikeng Campus)

The students studying communication at the NWU–Mafikeng Campus indicated that TV during the days of the former BOP TV had brought hope to a number of people and that it could bring even more progress now that South Africa had a democratic government.

One of the students said that,

'we are better liberated now than the time of Bophuthatswana homeland, therefore we do more on expanding the knowledge of broadcasting and protecting our regional television services if we are given that opportunity. This province is semi-rural; most of the area is covered by farms. Television cannot have much of impact on our communities. Our people were already used to TV station with former BOP TV'.

He also indicated that people would see their daily projects; neighbours and friends live on R-TV.

SABC-North-West

The respondents from the SABC in North West Province indicated that there was still a need for people from rural areas to be made aware of television broadcasting and the importance of paying TV licences. They believed that if people understood the impact of television, their social lives would change.

Business Community (NWP)

This group of respondents believed it was important to remember the recent film *Tsotsi* (with leading actors from the NWP) which had changed the perception of so many people within the NWP and the rest of the country. With the help of television so many things could change within the North West Province's communities. Meeven states the following:

'of course people's lives will change because they will be participating on the local television rather than waiting for SABC Gauteng in giving them chance' (see Annexure 11, line 364).

The majority of respondents from all sections indicated in their answers to the questionnaire that it was true that television has a social impact within communities. They also believed that there were many people from the NWP at the SABC today and these people are doing very well. In Poland, regional television services were established with the purpose of creating special forums where public debates about regional problems and the functioning of local and national government are discussed (Pieklo, 2002: 26).

5.3.3 What will the economic impact of the R-TV services be on the NWP?

5.3.3.1 Data derived from questionnaires

Table 5.28 indicates that at the time of the study 421 respondents (82, 7%) depended on salaries and wages, followed by 60 (11, 8%) who were dependent on government grants and pensions. Only 11 respondents (2, 2%) received grants-in-aid and other forms of grants. That in itself reveals that the majority of people within the province receive salaries and wages as their main source of income; and this suggests that the majority could afford to pay TV licences.

		Frequency	Percent
	Salaries and wages	421	82.7
	Government grants and pensions	60	11.8
	Grants in aid and others	11	2.2
	Total	492	96.7
Missing	System	11	3.3
Total		503	100.0

Table 5.28: Main source of income in household

Respondents were asked to indicate their salary scale in a range from R80 000 to R340 000 per annum. One hundred and four respondents (20, 4%) were earning up to R80 000 at the time of the study, followed by 101 (19, 8%) earning up to R140 000 per annum. Table 5.29 (Annexure 9) reveals that 52 respondents (10, 2%) were earning up to R340 000 per annum whilst 48 (9, 4%) were earning up to R180 000. Twenty-nine respondents (5, 7%) indicated that they were

earning between R220 000 and R240 000 per annum and 24 respondents (4, 7%) were earning between R280 000 and R320 000 per annum. This suggests that as far as ability to pay television licences is concerned, the majority of the respondents certainly had the financial capacity to buy television sets and pay the licence.

		Frequency	Percent
	80000	104	20.4
	140000	101	19.8
	180000	48	9.4
	220000-240000	24	4.7
	280000-320000	29	5.7
	340000	52	10.2
	Total	358	70.3
Missing	System	151	29.7
Total		509	100.0

Table 5.29: Salary scale of household

Respondents were requested to indicate how many people in their family were working at the time of data collection. As seen in Table 5.30, 209 respondents (41, 1%) recorded that two people in a family were employed, followed by 195 (38, 3%) who indicated that only one person in a family was working at the time of the study. Thirty-four respondents (6, 7%) said that three family members were employed, 13 (2, 6%) recorded that four family members were working and the remaining ten respondents (2%) listed five people within the family as working. The majority of respondents were thus working, suggesting that they were able to

take care of their families and perhaps spend some extra money on a licence for R-TV.

		Frequency	Percent
	1.00	195	38.3
	2.00	209	41.1
	3.00	34	6.7
	4.00	13	2.6
	5.00	10	2.0
	Total	461	90.6
Missing	System	48	9.4
Total		509	100.0

Table 5. 30: Work status of respondent families

5.3.3.2 Data from interviews

Executive Mayors (District Municipalities)

The Executive mayors indicated in their interviews that the province hosts several business activities which generally go unnoticed by people from other provinces because there is no television station to expose them. They believed that, through a locally based television station, people would become aware of the healthy provincial economy and small and medium micro economic (SMMEs) programmes could be given the opportunity to advertise on the station. They also felt that R-TV could highlight what the province needs. According to McQuail (2000: 53) advertising could be a major boost to the economy of the province.

Premier's Office (NWP)

It was significant that the Premier's office indicated that it should be a major role player in showing other stakeholders how an R-TV station could be financially supported. One response was as follows:

'I think that, the station will show the country on what the people of the province are made of. That is, our culture, values and morals. As a result, to achieve all these, we need to invest and invest big then we will reap better' (see Annexure 11, line 69).

Academics (NWU-Mafikeng Campus)

Academics felt that, through advertising, the station would raise awareness of companies and industries in the Mafikeng Industrial Development Zone. They went on to say that, as a result, increased business would bring changes to the provincial economy. They believed that more businesses, both large and small, could receive exposure to new customers via television. This would, they felt, increase the rate of economic growth.

Labour Unions (NWP)

The information gathered from the labour unions indicated that they were all in support of the R-TV station as they believed it would create more jobs in NWP and change people's lives. The labour unions hoped that provincial businesses would advertise on the station and they believed that local businesses would be exposed to the outside world.

Political Affiliations (NWP)

The following is one of the most important statements uttered by politically affiliated individuals:

'yes, the economy will improve because more local businesses will be exposed through television broadcasting. More businesses will be exposed to the outside world and that will increase the rate of growth on our provincial economy' (see Annexure 11, line 347).

Television would increase the awareness of businesses through advertising. Business would be able to advertise on R-TV and this would obviate the need to relocate to Johannesburg.

Youth Commission (NWP)

The North West Provincial Youth Commission indicated that the R-TV station could assist in provincial economic empowerment in that small businesses in the Mafikeng Industrial Development Zone (MIDZ) would have the opportunity to advertise locally. They also indicated that,

'it is going to be to the advantage of youth within the province to use this opportunity for employment services to be created by the R-TV station' (see Annexure 11, line 176).

Students (NWU-Mafikeng Campus)

A student studying communication at the NWU-Mafikeng Campus had this to say:

'i think there will be traffic of companies coming to advertise their businesses on the R-TV station. That will bring more business to the province and our small businesses will also get exposure through television' (see Annexure 11, line 254).

Students believed that it would take time to change people's minds as they felt that many of them were 'too rural'. R-TV could benefit small businesses through exposure.

SABC-North-West

The SABC (NWP) indicated that television advertising would improve the standards of local businesses, big or small. They also felt that this would grow the economy of the province because more people would want their businesses to be seen on television.

Business Community (NWP)

The business community (NWP) responded that many companies from Gauteng were presently investing in the NWP in various ways, for example, in the many shopping complexes and malls opening in Mafikeng and in other districts within the province. They added that the market for advertising would also grow. As the R-TV station grew, so even small businesses would receive exposure through R-TV.

The majority of respondents agreed that business would grow in the NWP and that it could become more viable economically. Companies from the neighbouring provinces and Botswana would come to NWP to trade or to advertise on R-TV. NWP's economy is derived from a variety of sectors, with mining and agriculture as the main contributors. Other important sectors include energy, construction, trade, transport and communication (R-TV services), and community, social and personal services, manufacturing and finance. Insurance and business services are also of importance to economic growth in the province (Bhlweki Environmental, 2000: 12).

5.3.4 How will the establishment of an R-TV service in North West Province benefit the SADC region?

5.3.4.1 Data from questionnaire

Table 5.31 reflects respondents' interest in SADC countries viewing NWP's R-TV local content programmes, and the benefits these countries might gain from receiving R-TV's services.

		Frequency	Percent
	More interested	298	58.5
	Interested	148	29.1
	Not interested	21	4.1
	Not at all interested	11	2.2
	Total	478	93.9
Missing	System	31	6.1
Total		509	100.0

Table 5.31: SADC benefits from the R-TV in the NWP

5.3.4.2 Data from interviews

Executive Mayors (District Municipalities)

The executive mayors noted that Batswana people from Botswana conducted business in Mafikeng on a daily basis. Zimbabweans and Zambians were also influenced by Botswana's buying power to visit Mafikeng. Zeerust, Vryburg and Kuruman were also receiving economic support from the SADC community.

Premier's Office (NWP)

The Premier's office indicated that it was involved in the facilitation of a partnership between the North West Chamber of Commerce and the Botswana Chamber of Commerce and this what an official said:

'Botswana and Namibia are closer to us and they are already benefiting from the province politically and economically' (see Annexure 11, line 71).

Academics (NWU-Mafikeng Campus)

The academics interviewed believed that people from Botswana, for example, were already doing most of their daily business in NWP. If Botswana's economy was benefiting from this province, Zimbabwe, Namibia and Zambia could do likewise, they felt. They also indicated that the former BOP TV used to have signal throughout Botswana, and thus this new provincial television service might even have a similar impact in Zimbabwe, Namibia and Zambia. Businesses in these countries could be advertised on this regional service.

Labour Unions (NWP)

Most labour unions reported that the Botswana people did their shopping in NWP and travelled throughout it. Therefore their businesses could advertise on the provincial television station because this would reach them through so called 'frequency over-flows'. They believed that the NWP was the gateway to SADC countries like Botswana. Botswana's economy was growing with the help of this province.

Political Affiliations (NWP)

Most politically affiliated respondents noted that NWP residents had been doing business with and living with the Batswana for a long time. Botswana receives the signal of the local Motsweding FM and it used to receive the signal for BOP TV, so it was highly likely that they would receive the signal of R-TV.

One respondent remarked that:

'I am positive SADC countries are going to benefit a lot. These will come as a great move for the SADC countries, NEPAD, and the African Union's programmes' expansion' (see Annexure 11, line 349).

They believed that SADC countries would benefit a great deal from the station just as they had from the former BOP TV.

Youth Commission (NWP)

The Youth Commission (NWP) indicated that there were already many business exchanges between Botswana, Namibia and Zambia, such as the Trans Kalahari route that connects South Africa through NWP. They also reported that with regional television this relationship would grow economically.

Students (NWU-Mafikeng Campus)

Some students from NWU-Mafikeng Campus had this to say:

'oh, Botswana people buy from this province. The N4 toll-road passes through our province via Botswana to Namibia so, trucks and other road mode of transportations are passing through this province to SADC countries on a daily basis' (see Annexure 11, line 257).

They believed that SADC would benefit significantly and that a good strategy was needed to establish R-TV

SABC-North-West

The SABC-North-West agreed that 'frequency overflow' from the R-TV station might reach several areas of Botswana and that through Botswana other neighbouring countries would receive information from this provincial television service.

Business Community (NWP)

This is what one of the Business Community (NWP) members had to say,

'our business structures have already met business structures in Botswana for example, and there is good inter business strategies developed between the two structures of Chamber of Commerce' (see Annexure 11, line 368).

The majority of respondents from this group indicated that SADC communities would benefit from this venture. Botswana was already doing business within the NWP on a daily basis. Botswana children were studying at the Mafikeng Campus and some at the Potchefstroom Campus of the North-West University. This indicated that SADC communities were already benefiting from the NWP and this trade was likely to increase with R-TV services because this would give greater exposure to businesses. This ties in with what was stated during the Southern African Development Co-ordination Conference: SADC objectives, amongst others, are to reduce member states' dependence, to implement programmes and projects with national and regional impact, to mobilise member states' resources in the quest for collective self-reliance, and to secure international understanding and support (www.sadc.org/publications).

5.3.5 Will there be enough support for the idea from the Provincial government and other stakeholders?

5.3.5.1 Data from questionnaires

According to Table 5.31, 178 respondents (35%) indicated that they would like the ownership of the R-TV to be under the provincial government and the SABC followed by 100 respondents (19, 6%) who felt that the SABC and the private sector should own the R-TV services. Seventy-eight respondents (15, 3%) opted for private ownership only, with 61 respondents (12%), on the other hand, selecting SABC ownership. The remaining 59 respondents (11, 6%) believed that ownership should go to the provincial government only. This indicates that the majority of respondents would like to see the North West Province hosting the R-TV services. They all supported the view that the provincial government, local SABC and local businesses should be involved in the ownership of the station.

		Frequency	Percent
	Private	78	15.3
	SABC only	61	12.0
	Provincial government	59	11.6
	Private and SABC	100	19.6
	Provincial Government and SABC	178	35.0
	Total	476	93.5
Missing	System	33	6.5
Total		509	100.0

Table 5.32: Ownership of the R-TV station

5.3.5.2 Data from interviews

Executive Mayors (District Municipalities)

The executive mayors reported favourably that as the province shared a border with Botswana, this country should also share some benefits of the television station. Local businesses from Botswana, Namibia, Zambia and Zimbabwe would also support the station through advertising. This is what one of the executive mayors remarked:

'the government will fund the station, though it might make the station their mouthpiece – hoping that it will not be the case because we expect it to be broad minded' (see Annexure 11, line 198).

Premier's Office (NWP)

Regarding the support from provincial government, the Premier's office indicated that:

'our politics has grown to a certain level now since the birth of the new democratic South Africa' (see Annexure 11, line 73).

They also indicated that the provincial government would be interested in the provincial or regional television broadcasting services and the new TV station would cater for provincial government activities such as imbizos.

Academics (NWU-Mafikeng Campus)

One of the academics had this to say:

'I do support the idea of partnerships because television is very expensive. To represent everyone within the province, yes, it should have the provincial government, business, community and maybe the university also should play a role' (see Annexure 11, line 117).

They also reported that R-TV would help the provincial government to spread provincial government's programmes such as imbizos.

Labour Unions (NWP)

Most labour unions indicated that they would like to have something like R-TV within the province so that different provincial programmes could be revealed to the public more easily. They felt that provincial projects like imbizos and teachers' activities throughout the year could be broadcast on television and this would be advantageous to the province.

Political Affiliations (NWP)

Politically affiliated respondents indicated that if the provincial government ran programmes or events it required exposure and it was not always possible to approach the SABC for this. The proposed television station would allow local people broadcast their own locally produced programmes. The provincial government showed massive support for this move.

Youth Commission (NWP)

The North West Youth Commission reported that the R-TV station would play a vital role in the province in several ways:

'this will be a provincial project, so, it will be one of the provincial government's duties to give it a full support. I have confidence that youth in our province are going to support this station with all their hearts' (see Annexure 11, line 179).

It is important to note that the youth were frustrated by the high unemployment rate within the province; therefore, a project that brings hope of employment is fully supported.

Students (NWU-Mafikeng Campus)

Those students who were studying communication at North-West University-Mafikeng Campus indicated that R-TV would be a huge advantage because it would create jobs and training relevant to the broadcasting industry. This is what one had to say:

'our provincial government is working very hard to reach each and every citizen out there with all government information. This R-TV going to be the tool to reach out to those citizens in far areas of the province' (see Annexure 11, line 259).

SABC-North-West

The North-West SABC office indicated that it was true that they were the only public broadcaster in South Africa but this (R-TV services) would be of huge benefit to the NWP people.

'I think so, because if provincial government, businesses and other stakeholders can come together and give it a support this will move the province to a bigger stage in South Africa' (see Annexure 11, line 314).

Business Community (NWP)

Most respondents from the business community believed that the North West Provincial government had been calling for initiatives and this should be one of them. The business community indicated that they would definitely support the station. They added that the Premier's office had set up government programmes to encourage youth to start their own businesses with support from provincial

government therefore these programmes can be recorded to be broadcasted on the regional television services.

Respondents from political structures indicated that R-TV would be important for the provincial government because it could use the R-TV for its own programmes. Provincial government runs various programmes of service delivery to rural communities and R-TV could be used as a tool to deliver these messages. The NWP Premier's office indicated that they would be happy to support an initiative such as this. Donald (2002: 136) maintains that the issue of provincial public broadcasting (as distinct from privately owned regional television services) has been a highly controversial issue throughout the period of the new South African dispensation because citizens within these provinces in most of the times have no clue on what activities their province is engaged in.

5.3.6 Will this move increase the number of people from the province who pay their television licences?

5.3.6.1 Data from questionnaires

A questionnaire was administered to the respondents to obtain information regarding their attitude towards TV licences and media accessibility within the provincial districts. Table 5.32, reflects respondents' answers to the question in 5.3.6. It is interesting to note that the majority of respondents (394 or 77, 4%), supported SABC television at the time of the study. Only ninety-eight (19, 3%) respondents did not support the paying of the current SABC licences. The SABC is the South African public broadcaster which provides television services throughout the country. This indicates that if a licence fee is attached to the establishment of R-TV, the majority of respondents probably would pay the licence fee.

		Frequency	Percent
	Yes	394	77.4
	No	98	19.3
	Total	492	96.7
Missing	System	17	3.3
Total		509	100.0

Table 5.33: Do you support SABC TV licence campaigns?

Table 5.33 indicates that an overwhelming majority of the respondents in the study indicated that they paid their current SABC TV licence whereas only 82 respondents (16, 1%) had not paid it. Despite the NWP being predominantly rural, it was positive to find that most of the respondents indicated that they would like to pay their licences.

		Frequency	Percent
	Yes	410	80.6
	No	82	16.1
	Total	492	96.7
Missing	System	17	3.3
Total		509	100.0

Table 5.34: Do you currently pay the SABC TV licence?

According to Table 5.34, 306 respondents (60, 1%) paid cash for the television licence compared to 50 (9, 8%) who paid through stop orders or other forms of payment. Only 34 respondents (6, 7%) paid with debit cards and 31 (6, 1%) with credit cards.

		Frequency	Percent
	Cash	306	60.1
	Credit card	31	6.1
	Debit card	34	6.7
	Stop order and others	50	9.8
	Total	421	82.7
Missing	System	88	17.3
Total		509	100.0

Table 5.35: Method for payment of TV license

It is important to note that table 5.35 reveals that 300 respondents (58, 9%) said that they could only afford to pay R200 per annum for a licence, followed by 68 (13, 4%) who indicated that they could afford to pay R225 for a licence fee. Fifty-five respondents (10, 8%) said they could afford a R300 TV licence fee and 24 (4, 7%) could afford a R250 regional TV licence fee. The remaining 23 respondents (4, 5%) were of the opinion that they could only afford lower fees.

		Frequency	Percent
	R200	300	58.9
	R225	68	13.4
	R250	24	4.7
	R300	55	10.8
	Other, specify	23	4.5
	Total	470	92.3
Missing	System	39	7.7
Total		509	100.0

Table 5.36: Means of payment for R-TV license

5.3.6.2 Data from interviews

Executive Mayors (District Municipalities)

Most of the Executive Mayors within the district municipalities indicated that the R-TV station would help to improve the standard of living of communities within their districts. They felt that programmes of service delivery from the provincial government could be aired on the station.

One of them remarked:

'oh, yes, people will pay their television licenses because this will give them hope of ownership knowing that their local issues, sports, daily issues will be televised' (see Annexure 11, line 39).

The province has the infrastructure already in place but in the case of payment of licence fees, research is necessary to determine how e.tv has survived, for example, and perhaps R-TV could follow suit. It is time that all South Africans, not only people in NWP, start to pay TV licences.

Premier's Office (NWP)

The Premier's office of the NWP agreed that it would be an achievement to see people paying their TV licence fees because that would be vital to the station's financial survival. They believed that the station might encourage people to pay their licences because what was broadcast would be relevant to their own lives and in their own language.

Academics (NWU-Mafikeng Campus)

Most academics indicated that research into the pay per view system (like M-NET) should be undertaken as a follow up to this study. It is a fact people should pay their television licence fees. Smith (2000: 40) describes the licence fee as,

'a simple tool for funding the non-transactional medium. The license fee is precisely a very complex mechanism for controlling a framework of discursive practices and for organizing and directing the production and transmission of images and text designed to duplicate and develop the divergent levels of the dominant value system'.

Labour Unions (NWP)

Labour unions within the NWP felt that television licences should be paid by everyone owning a television set. Television viewers should pay for services rendered just as they would pay any government tax to the South African Revenue Services. People should have a sense of responsibility and a feeling of ownership about their own television station. This station would be owned by structures within the province, making it easier for people to pay their licences.

Political Affiliations (NWP)

Most politically affiliated individuals believed that the television station would bring services to the people; therefore each service should be paid for and this included licences. South Africans should learn to pay for their licences and to take ownership of the station. A vast area of this province comprises farms and rural settlements and as a result, people might need to be taught the importance of TV licences.

Youth Commission (NWP)

The Youth Commission within the North West Province indicated that television licences were a must because this service is rendered to the public by the government; the youth are also encouraged to pay their TV licences to improve programming and to enhance the creation of more jobs and better services.

'hosting television is very expensive, therefore everyone should pay a TV license fee' (see Annexure 11, line 181).

Students (NWU-Mafikeng Campus)

This is what one student studying at the NWU-Mafikeng Campus had to say:

'I think yes, because people will feel the ownership of the TV station. Then it will be easy for them to pay the license fee, hence, a lot of educational campaigns need to be conducted for TV license awareness' (see Annexure 11, line 261).

It is also important to note that students also felt that R-TV license fees were essential if professional and well run R-TV services were to be provided to people of the North West Province.

SABC-North West Province

The SABC-North West Province staff indicated that people, particularly those from rural areas, were still not willing to pay television licences and were unaware of what these revenues were used for. Such a mindset required change. The SABC NWP believed that this could be achieved by educating people through radio and TV advertisements, rallies or road shows.

Business Community (NWP)

Most business community members indicated that a programme of education about TV licence payment should be conducted throughout the province. People should know who was in charge and how the licence money would be used. If this was not done, people would not be interested in paying for their own R-TV.

The majority of respondents who owned television sets indicated that they did pay their television licences. Almost all sections of respondents indicated that if they owned R-TV they believed that the majority of people in the province would pay for it. 'When you know that the TV station belongs to your province, it shows programmes or content coming from your locality, you pay the licence with pride', said one respondent (Annexure 11). A television licence is described as a fee or tax that creates a direct relationship between the broadcaster and its public. In fact, in the McKinsey Report for the BBC in 1999 it was revealed that the higher the advertising figure as a proportion of total revenues, the less distinctive a PBS is likely to be (www.bbc.co.uk/info/bbc/pgf/McKinsey.pdf).

5.3.7 How many languages should be covered by the R-TV services in NWP?

5.3.7.1 Data from questionnaires

The respondents reported on their language by selecting one of the six given language groups provided on the questionnaire. As indicated in Table 5.36, 372 respondents (73, 1%) were Setswana speaking, followed by English with 38 respondents (7, 5%). It also emerged that Afrikaans is one of the most widely spoken languages in NWP with 27 respondents (5, 3%), followed by 23 (4, 5%) who spoke IsiXhosa and 23 (4, 5%) who spoke other languages. IsiZulu was spoken by only 20 respondents (3, 9%) participating in this study. Thus the majority of people in the NWP are Setswana speaking and this emphasizes the fact that this language in particular should be catered for by R-TV.

		Frequency	Percent
	Setswana	372	73.1
	English	38	7.5
	IsiXhosa	23	4.5
	IsiZulu	20	3.9
	Afrikaans	27	5.3
	Other, specify	23	4.5
	Total	503	98.8
Missing	System	6	1.2
Total		509	100.0

Table 5.37: Language of respondents

5.3.7.2 Data from interviews

All stakeholders indicated that the dominant language within the province was Setswana, with English as the second language, and that both these should thus be used by R-TV services in NWP. This was emphasised by the experience that the province had had from the former BOP TV which used Setswana and English as its main broadcasting languages.

The broadcasting Act (1993) of South Africa provides that broadcasters should promote the provision of a diverse range of sound and television broadcasting services on a national, regional and local level which when viewed collectively cater for all languages and cultural groups and provide entertainment, education and information (RSA, 1993a: section 2(a)).

5.4 CHI – SQUARES

Table 5.37 (below) is a Chi-square table showing that selected variables based on a hypothesis of educational level of respondents in relation to the need for a regional TV service in the North West Province was statistically significant at 5%. This suggests that the higher the educational level, the greater the respondents felt the need for a regional TV service that would provide views about the province. Similarly, there was an association between the age of the respondents and the benefits of using former BOP TV facilities, an indication that most of the older respondents believed that the province could still use former BOP TV and gain from its experience. The Chi-square test is a test of association among different categorical variables. It is one example of bivariate analysis which tests whether the observed or actual frequency of a phenomenon corresponds to the expected frequency. In this case, several hypotheses were established and tested (Bless & Kathuria, 1993:186).

However, educational level and ownership of the TV station was statistically insignificant, suggesting that irrespective of the respondents' education level, most believed that it was necessary for the province to have its own TV station.

Hypothesis	Tabulated	Calculated	df	Result
Educational level and need for TV in NWP	7.82	0.234	3	Association
Educational level and ownership of TV station	21.03	26.880	12	No Association
Age and benefit of regional TV station	15.51	17.459	8	No Association
Age and benefit from BOP TV experiences	15.51	7.117	8	Association
Age and grouping provinces into one TV	15.51	22.236	8	No Association

Table 5.38: Selected variables based on Hypothesis

5.5 REGRESSION

Using regression analysis, it emerged that salary scale, employment status, educational level and whether NWP has enough skilled manpower were significant predictors in relation to the age of the respondents. This suggests that these predictors had an influence on issues related to regional television services in the NWP. For instance, most respondents indicated that the province had enough skilled resources to operate a regional television service with the use of the former BOP TV facilities and manpower.

In addition, the ANOVA regression model was used to test for equality of several population means. Using this model, it has been observed that variability was composed into two components, one within group about the population mean, and the other variability of the population means, using the regression formula De Vos (2003: 247).

However, predictors such as currently paying a TV licence were not significant, suggesting that irrespective of age, most respondents do currently pay their TV licences. Also, the majority of respondents owned a television set. The model summary indicates that 35% of the selected predictors in the model explained the variations in the dependent variable. This means that about 35% of the variations that can be explained by predictors that are not included in the significance of the model.

CORRELATIONS

Age of respondent	1	-.073																.092
Area type	-.073	1																
Educational level	.235	-.148	1															
Employment status	-.600	.199	-.181	1														
Gender of respondent	.090	.050	.047	.027	1													
Salary scale per annum	.245	-.183	.206	-.166	.145	1												
Electricity in the house	-.084	.064	.154	.084	.065	-.129	1											
Does your family own a TV set?	-.124	.252	.183	.105	.028	.106	.225	1										
Main breadwinner in	.100	-.054	.018	.013	.128	.024	.087	.031	1									

the household?																						
Can R-TV be hosted within the NWP?	.079	-.010	.001	-.072	-.011	.009	-.040	.020	.018	1												
Financial affordability of R-TV licence?	.028	-.015	.029	-.041	-.135	-.130	-.048	.027	-.014	.169(*)	1											
Community benefit from the station in NWP?	.092	-.026	.030	-.054	.002	.070	.083	.019	-.023	.543	.093	1										
Can the former BOP TV experiences help?	-.074	.054	.071	.123	-.009	.039	.022	.019	.003	.189	.082	.357	1									
Other financial support?	-.051	.037	.083	.074	.026	.075	.118	.015	-.058	.025	.004	.071	.128	1								
Can R-TV be self sustainable?	.227	-.089	.120	-.256	.006	.008	.080	.134	.083	.053	.123	.041	-.003	.051	1							

Table 5.39: Correlation Matrix of selected independent variables.

De Vos (2003: 15) notes that correlation is concerned with describing the degree of relation between (two) variables (where prediction is concerned with estimating one variable from knowledge of another). According to Craft (2005:34), correlation involves both a relationship and the concept of quantification of the strength or degree of relationship. Table 5.38 illustrates the correlation matrix of selected independent variables in relation to the dependent variable.

There was virtually no multi-co linearity between variables, suggesting that most variables are independent of each other's employment, education, salaries of respondents, family ownership of television and the benefits of a regional television were statistically significant at 1%. It is also possible that most respondents from the working class could afford a television set, while educated respondents would know the benefits of having a regional television service, since the province would be exposed to not only local but international audiences, leading to economic growth. The main breadwinner was statistically significant at 5%, indicating that most respondents were in an age group where they were supporting their families and possibly aware of the benefits TV held for the province.

5.6 CONCLUSION

It is interesting to note that most respondents did pay their TV licences, in cash, while the second most common mode of payment was the debit card. This is important information as it tells government and the SABC whether people are paying or interested in paying TV licences. Furthermore, as far as capacity and support from the provincial government are concerned, most of the interviewees indicated that owing to the experience the province had gained from the former BOP TV, it would be possible for it to host R-TV services. Advertising was the commonest response to questions of other sources of funding for regional television services, followed by donations.

CHAPTER SIX

6 A PROPOSED APPROACH FOR ESTABLISHING A REGIONAL TELEVISION

6.1 INTRODUCTION

This chapter proposes a model for establishing regional television services in South Africa, in the North West Province specifically. It is based on the findings as reported in the literature review in Chapter two and identified in Chapters three and five. An attempt was made to focus on those strategies that would enhance the effective establishment of regional television services in the North West Province.

Chinn and Kramer (2004: 268) regard an approach as a 'creative and rigorous structuring of ideas that project a tentative, purposeful and systematic view of phenomena'. According to McEwen (2006: 26), an approach is 'a systematic explanation of an event in which constructs and concepts are identified and relationships are proposed and predictions made'. Chinn and Kramer argue that many approaches include a schematic drawing depicting the overall structure of or interactivity of the components. In other words, an approach is a set of statements or advice that helps to explain or guide an action (McEwen, 2006: 26).

McEwen (2006: 29) observed that 'a model is a graphic or symbolic representation of phenomena that objectify and present a certain perspective or point of view about nature or function. ... [a] human construct to help us better understand real world systems'. A model implicates reality with various degrees of precision. An approach comprises concepts that are observed in an experience and derives a set of interpretative principles that will guide action for the better. An approach would therefore be assessed by looking at its clarity, adequacy and importance. A model has an information input, information processor and an output of expected results (McEwen, 2006: 29).

In this study an approach was used because it could influence practice in the following ways. McEwen, (2006) explains how an approach can be used to:

- identify certain standards for television broadcasting practice;
- identify settings or conditions within which television broadcasting practice should occur;
- identify distinctive television broadcasting processes to be used and technologies to be used including parameters for skills assessment, labels for client problems, a strategy for planning, a typology for intervention, and criteria for evaluation of intervention outcomes;
- direct the delivery of regional television broadcasting services; and
- direct quality assurance programmes (McEwen, 2006: 29).

The establishment and implementation of regional television broadcasting services is dependent on a number of factors, including but not limited to the following:

- a profile of provincial skills in television broadcasting can also be imparted;
- attitudes of members of the public towards regional television broadcasting services;
- available resources to deliver the productions of regional television broadcasting service programmes to define standards;
- broadcasting skills training; and
- the attitudes and conceptions of members of the public about regional television broadcasting services (Chinn & Kramer, 2004: 268).

In the following sections, an approach to the establishment of regional television services is presented, followed by a discussion of the implementation principles pertaining to

regional television broadcasting services. The aim of the study was to determine an approach for the establishment of regional television services in the North West Province. The approach is derived from the literature study in Chapter Two and Three respectively, supported by the data discussed in Chapter Four which comprises information collected from politicians, academics, general community members, government employees, and university students, traditional leaders, religious leaders and the business community.

6.2 CLASSIFICATION OF STAKEHOLDERS WHO SHOULD PLAY A MAJOR ROLE IN THE ESTABLISHMENT OF R-TV SERVICES

6.2.1 Politicians

Politicians play a major role in transmitting information and in providing financial as well as political support to regional television services. In their responses, most politicians mentioned that the province had skill and capacity as it had played host to the former BOP TV, which had introduced locals to television and its management. Currently, the province hosts Regional SABC. The province used to house both BOP TV and Mmabatho TV, for instance, both of which closed down because of financial difficulties. At that point 90% of news coverage had to do with the province (McDonnell, 2001: 45). The infrastructure and capacity to broadcast television services from the province is still available, however. Respondents expressed their disappointment that major events like the MAFTOWN Awards, Zindala Zombili, North West Media Province Awards, Premier Awards, Taung Calabash, North West Province Fashion, North West Province International Air show and many others were not covered by the media because there was no TV station in the NWP.

6.2.2 Academics

The North-West University-Mafikeng Campus has been training broadcasters for years but since 1997 many of these have not been absorbed by the media industry. Academics play an important role in research and in the training of broadcasters which is crucial in a young democracy such as South Africa.

6.2.3 Business Community

Business communities are usually generous sponsors and donors to programmes through advertising. Advertising boosts the economy of the province as provincial companies and businesses use television to advertise. Stakeholders will help to increase this source of revenue as advertising will be provincially focussed. SMMEs will also have an opportunity to advertise their products.

6.2.4 North-West University students (Mafikeng Campus)

The North-West University will also support the establishment of the R-TV since it offers programmes related to broadcasting (see paragraph 2.3.5). Universities can play a major role in regional or 'local TV stations'.

6.2.5 General Community members

The community becomes the mother body of the station because all the structures mentioned above are situated in the same community and have been influenced by this community. The support provided by the community is vital to the station. The community also plays an important role in matters of the security of station resources.

6.2.6 Religious Leaders

Religious leaders and their communities also have a role to play in regional television services. Some of the programmes to be aired by the station will have a religious flavour and it is important that leaders from this fraternity make an input. The station should involve religious leaders in programmes that bring discipline, morality and values to the community.

6.2.7 Traditional Leaders

Traditional leaders should play a prominent role in the establishment of R-TV as they have a large following in the rural areas. This is particularly relevant in the North West Province as most of its population resides in rural areas.

6.3 A PROPOSED STRUCTURE FOR THE ESTABLISHMENT OF REGIONAL TELEVISION SERVICES IN THE NWP

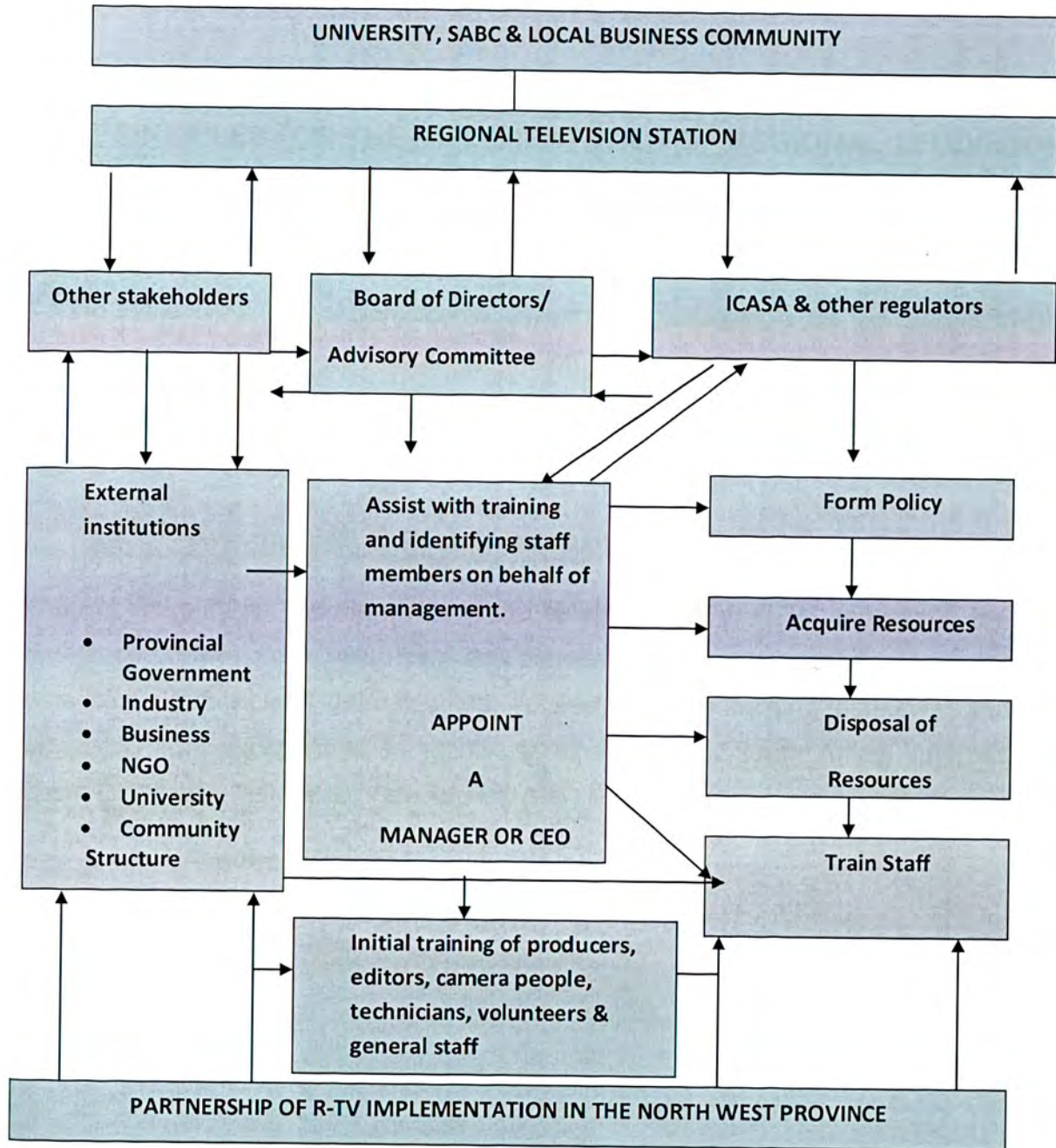


Figure 6.1: A Proposed Approach for the Implementation of R-TV services

Figure 6.1 illustrates an approach for the implementation of regional television in the NWP. This figure indicates that the Advisory Committee (AC) or Board of Directors together with other stakeholders should initiate the implementation of R-TV services. The Advisory Committee should do this in consultation with the management team selected by

the AC and the stakeholders. Furthermore, operations management should be involved in the implementation process from start to finish.

6.4 PRINCIPLES FOR THE IMPLEMENTATION OF REGIONAL TELEVISION SERVICES IN THE NORTH WEST PROVINCE

Taking the entire group of participants/stakeholders responsible for the establishment of regional television services into consideration, the following principles to be followed in the implementation of R-TV services are suggested:

6.4.1 Ensuring that R-TV staff members and volunteers are well trained

Training will play an important role in the establishment of R-TV services in the NWP. Freelance professionals, volunteers and permanent staff members should be trained as broadcast professionals (Merrill, 2003: 4). Assistance in training personnel should be requested from experienced companies in other parts of South Africa, such as Urban Brew, Dimension Television, Telequip Pty (Ltd), Sasani Studios and Red Peppers.

6.4.2 Acquire Resources

Implementation Principle Number 1

Staff members, including camera people, video editors, news anchors, reporters, script writers, administrators, technicians and engineers need proper training in the field of broadcasting.

The most important implementation principle is that resources determine the introduction of R-TV in the NWP. The provision of digital broadcasting equipment must go hand in hand with the type of building in which these facilities will be housed. Whilst these facilities are important, special TV broadcast studios should be built with all the necessary

facilities. This means that the studio needs to be secured properly to minimise the chance of vandalism or theft. At present, the SABC regional office studios (former BOP TV) have facilities like network channels but these require upgrading (Mosbacher & Sikes, 2002: 130).

6.4.3 Advisory Committee or Board of Directors should be formed

Implementation Principle Number 2

The North West Province and its partners will have to ensure that television broadcast facilities are provided.

The Advisory Committee or Board of Directors should represent all the stakeholders, that is, the SABC, legislature, university, business, industry, NGO, and community structures. A management team should be appointed consisting of the CEO or manager of the station, operations management, technical, marketing and public relations, production, administration, sales and volunteers or freelance professionals. The staff structure should consist of NWP community members, volunteers and students to be trained. This is all possible with the help of professional television companies like Dimension Television in Roodepoort, Johannesburg and Tele-media in Sandton, Johannesburg. These companies should be approached from time to time and asked to share their experience of both the technical and training aspects of the industry.

Implementation Principle Number 3

There are several structures involved in the R-TV station; therefore an Advisory Committee or Board is needed as the custodian of policies and the constitution.

6.4.4 Formulate the Constitution and policies to manage the station

6.4.4.1 Code of ethics

The station, together with all members of staff and others affiliated to the station such as freelancers, should at all times adhere to the code of ethics established with particular sensitivity to the community basis of the station, as well as the accepted ethical norms of the media industry.

NWP R-TV should serve the community. This should be done honestly, professionally and courageously in all undertakings. The content should at all times be edited before going on air for accuracy and fairness. All interviews and vox-pops (these are voices of the people from the streets selected using any criterion of selection) should be presented in a professional manner. Staff members or reporters should not be allowed to manipulate any words during the editing processes. This means that no audio or video clips should be altered during editing processes as this could call the credibility of the station into question. The station should respect members of the community it serves. Staff members should not use their positions to falsely represent that station within the community. It is unethical to report on grieving or injured individuals without their permission/consent. People's privacy should be respected at all times (South African Electronic Broadcasting Bill, 2005: 20).

The station should not affiliate itself to any political movement. The station should make sure that any political discussion on air is fair. Children should at all times be treated with more than usual care when being filmed or interviewed by station members. They should have a guardian with them at all times to ensure their protection. The station should use reliable sources for any information it requires. All sources should be checked, verified and acknowledged before any submission, especially if it is sensitive in nature.

Implementation Number 4

Formulate the Constitution and policies to manage the station. The approved Advisory Committee or Board of Directors should design policies to run the station.

6.4.5 Programming

The station should broadcast hours as described on the license as per applicant per year. A professional newsroom should be established, with the help of the university's final year and post-graduate students of broadcasting together with their lecturers. Journalists from our local radio, newspaper and magazine industries should be included as part of news department staff or as sources of information. The advantage of having the provincial government as part of the R-TV station should add value to our news as any department could be contacted as a source of information. News will be local and relevant to the immediate community of the North West Province.

6.4.6 Show description

Implementation Number 5

It is important to note that news content covered by the station should be professional by involving professional media people in helping news reporters and journalists.

Programmes aired on the proposed R-TV station will follow the talk radio format. Studio guests from the community will come into the studio to discuss a topic of the day. This topic will then be taken out of the studio through vox-pops (these are voices of the people from the streets), sound-bytes and inserts recorded straight from community members and voice booths. There will be five hours of live broadcast which are repeated

throughout the rest of the day, as well as a news update between each show, broadcast directly from the newsroom of the TV studios. There will be much room for expansion as the station grows and as a result the station's content will increase in volume and variety.

Implementation Number 5

It is necessary that good programmes be produced that are representative of the community of the North West Province.

6.4.7 Funding

Initially there should be no sponsored programmes as the business community should under-study the station; however, the station should expect many local as well as national brands to commit to and support it. The R-TV station should expect to be able to grow in this area as the channel becomes more established.

Implementation Number 6

The financial status of the R-TV station will have to be clearly stipulated so that all stakeholders understand the origin and destination of the station's finances.

6.4.8 NWP R-TV Editorial Policy

The language content of programmes should be broken down into percentages, for example:

- 60% Setswana
- 20% English
- 20% IsiZulu

(Extracted from the Soweto Community TV submission to ICASA, 2007:17)

Implementation Number 7

Each television station should have editorial policies stated clearly as per Independent Communications Authority of South Africa (ICASA).

6.5.1 PROPOSED SIGNAL DISTRIBUTION

6.5.2 Signal distribution for Public Access broadcasting services

In 2009 the Department of Communications (DoC) published a Discussion Paper on 'Local and Digital Content Development Strategy for South Africa'; The Discussion Paper proposed a specific role for Government in the development of Local and Digital Content.

Although content creation and production have taken place over the years with minimal intervention from Government, the migration to Digital Content requires active involvement of Government so that the objectives of this strategy can be met. Thus consistent with a developmental state, Government is not only expected to create an enabling environment through responsive strategy. In addition, it should:

- a) provide strong supporting mechanisms (funding and infrastructure provisioning);
- b) take leadership in creating a market for Digital Content Technologies and raise awareness of the benefits of digital content;
- c) participate or support the development and digital access; and
- d) address skills, training, education and human resource development.

It is within this context that Sentech on its Company's Strategic Plan for the 2011 – 2014 period proposed the concept of 'Provincial Public Access Television Channels':

- the Public Access Television channel model has been in operation since the 1970s in a number of Western European countries, premised on the broadcasting of 'community interest' Social, Economic, Political and Cultural content chosen and programmed by the Community; and

- in line with the country's 'developmental economy' imperatives, Provincial Governments, in particular, have the opportunity to intervene, both in the development of Provincial Digital Content and enabling deeper understanding and participation of Citizens in the country's democratic institutions and processes.

The following are layouts of the models as stated by Sentech:

○ Converged Communications Model: **BROADCASTING & MEDIA**

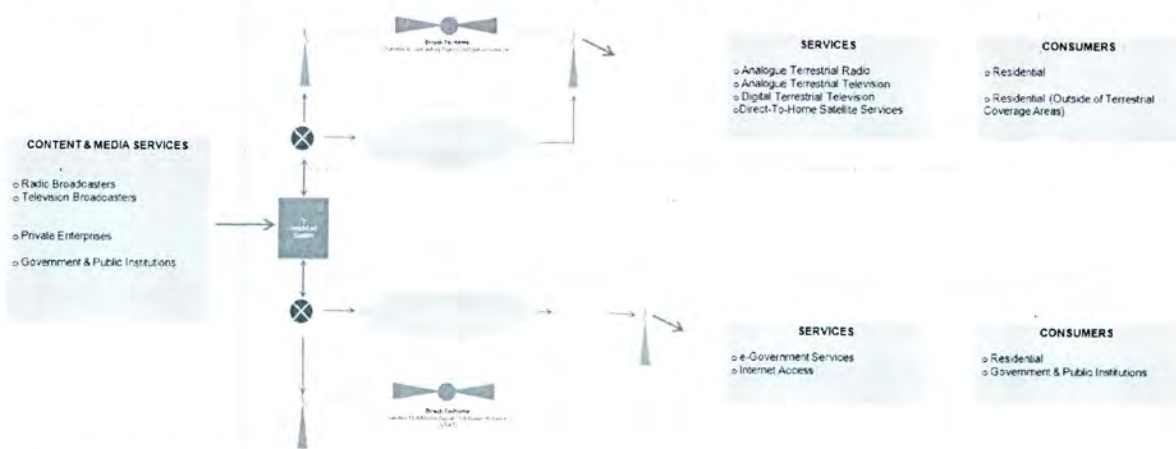


○ **PROVINCIAL INTERVENTIONS:**

- Public Access Television Channel
- Schools Support Services: Mindset Learn, Mindset Cabanga
- Health Support Service: (MindsetHealth)

Source: Strategic Plan for the 2011 – 2014

o Converged Communications Model: **BROADCASTING & MEDIA**

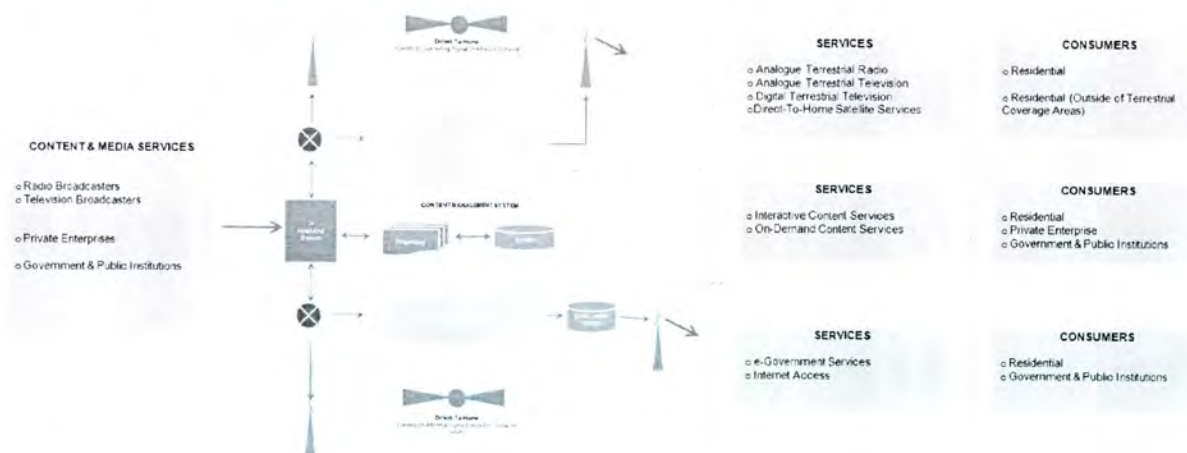


o **PROVINCIAL INTERVENTIONS:**

- o Public Access Television Channel
- o Schools Support Services: Mindset Learn, Mindset Cabanga
- o Health Support Service: (Mindset Health)

Source: Strategic Plan for the 2011 – 2014

o Converged Communications Model: **CONTENT MANAGEMENT**



o **PROVINCIAL INTERVENTIONS:**

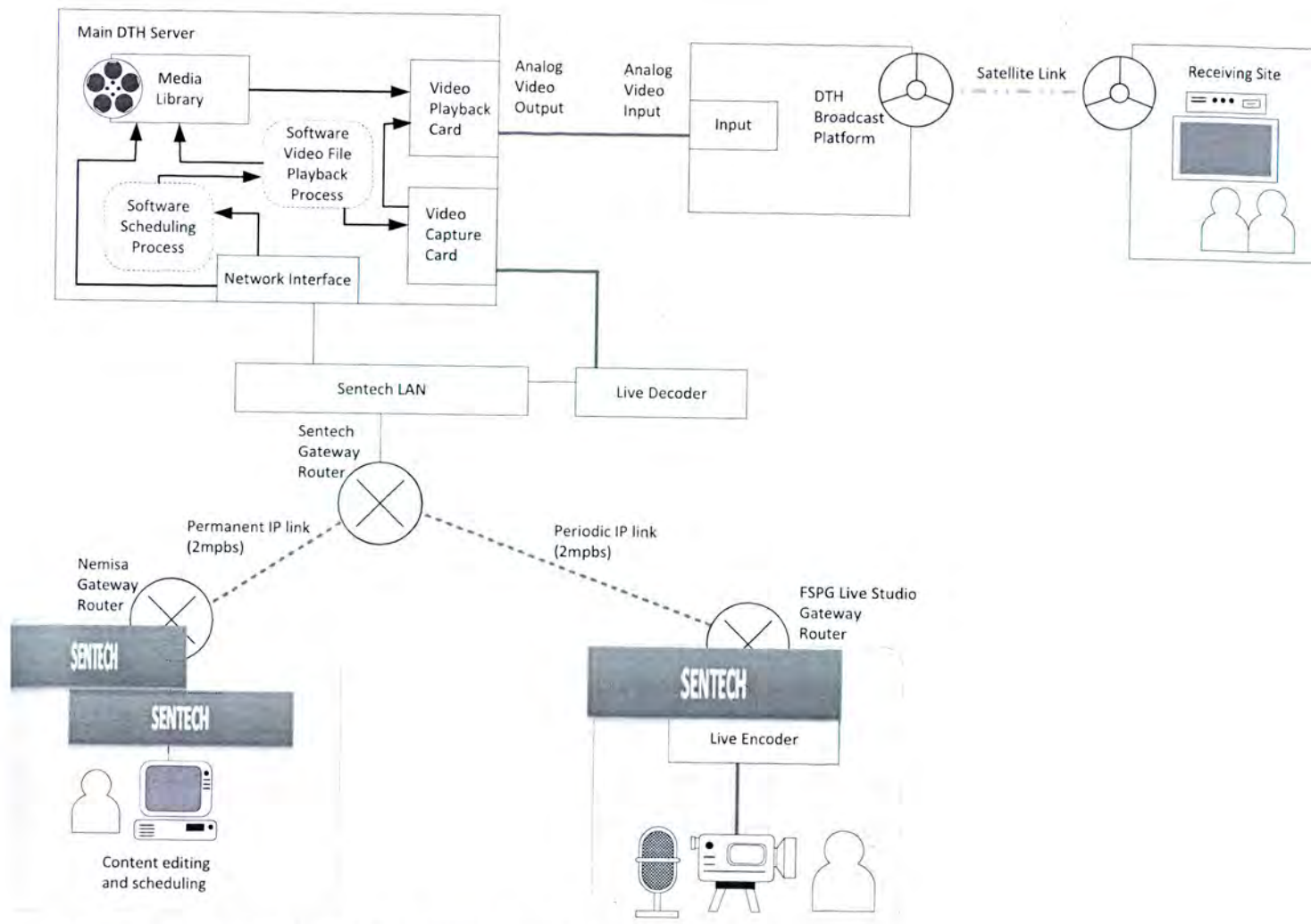
- o Content Storage and Management
- o Portal Services

Source: Strategic Plan for the 2011 – 2014

Whilst having drawn from global benchmarks on Public Access Television channels, South Africa has a particular socio-economic imperative in the approach taken to establish these channels, which is:



Public Access distribution signal diagram



Source: Strategic Plan for the 2011 – 2014

6.5.2 Signal distribution with private service providers

The C-Band transponder systems of satellite companies like INTELSAT and others could be used. Master stations will be established in four regions, that is, Mpumalanga, Limpopo, Northern Cape, and the Free State with North West Province as the headquarters of the regional television broadcasting services. An Intelsat KU Band transponder will be digitised to provide the four Digital signal distribution channels A of 72MHz transponder could also be used for this type of broadcasting. It is important to note that if the KU Band transponder from Intelsat is digital, the Master stations in the regions will also have to be digital in order to achieve the following services:

- distribution of digital signal from headquarters to regions (regional Master stations);

- distribution of local signal to their own digital transmitter network by Master stations;
- transmission of local programmes by Master stations together with provincial broadcasters;
- exchange of local programmes with other provinces by each and every Master station ; and
- news gathering via satellite outside broadcasting (OB) Vans.

In order to achieve this compression, the station headquarters will have to use the lowest and cheapest 2+1 MPEG 2 video compression system and the Master stations (please refer to last diagram on the list) will use the 1+1 MPEG 2. In this way R-TV will be able to operate up to eight digital channels simultaneously and to obtain the best broadcast quality signal for its clients. The diagrams on pages 23 and 24 address the nine provincial distributions of signal, if this is the option adopted by government. The method which applies to the first regional broadcast can be applied to other regions by grouping provinces into regions. For example, nine provinces can be grouped into three main regions. Six digital channels will serve those regional stations, while other channels will use OB van operation. This will be an added advantage to public broadcasting in South Africa (refer to diagram on regional broadcasting signal distribution).

The following diagrams provided by Bophuthatswana Broadcasting Corporation Engineering department's Strategic Plan of 1995/96 financial year.

Diagram 6.1

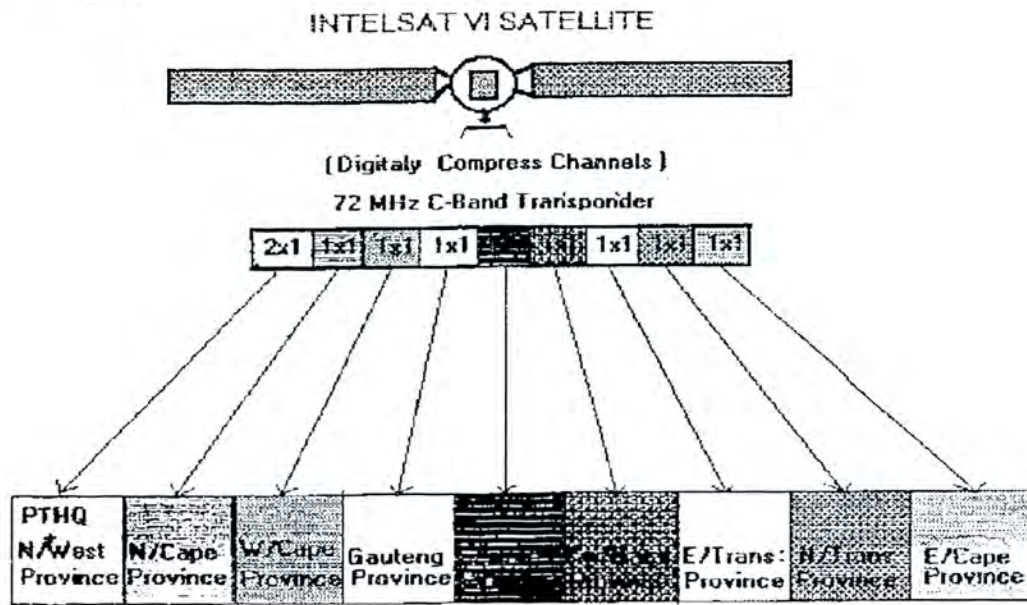


Diagram 6.2

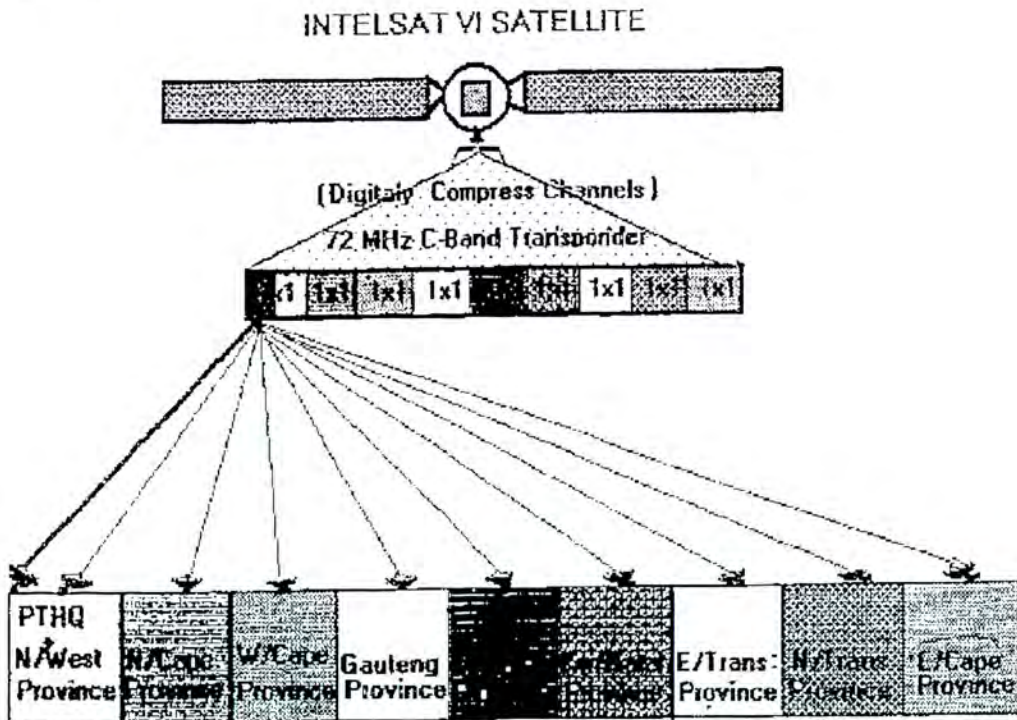


Diagram 6.3

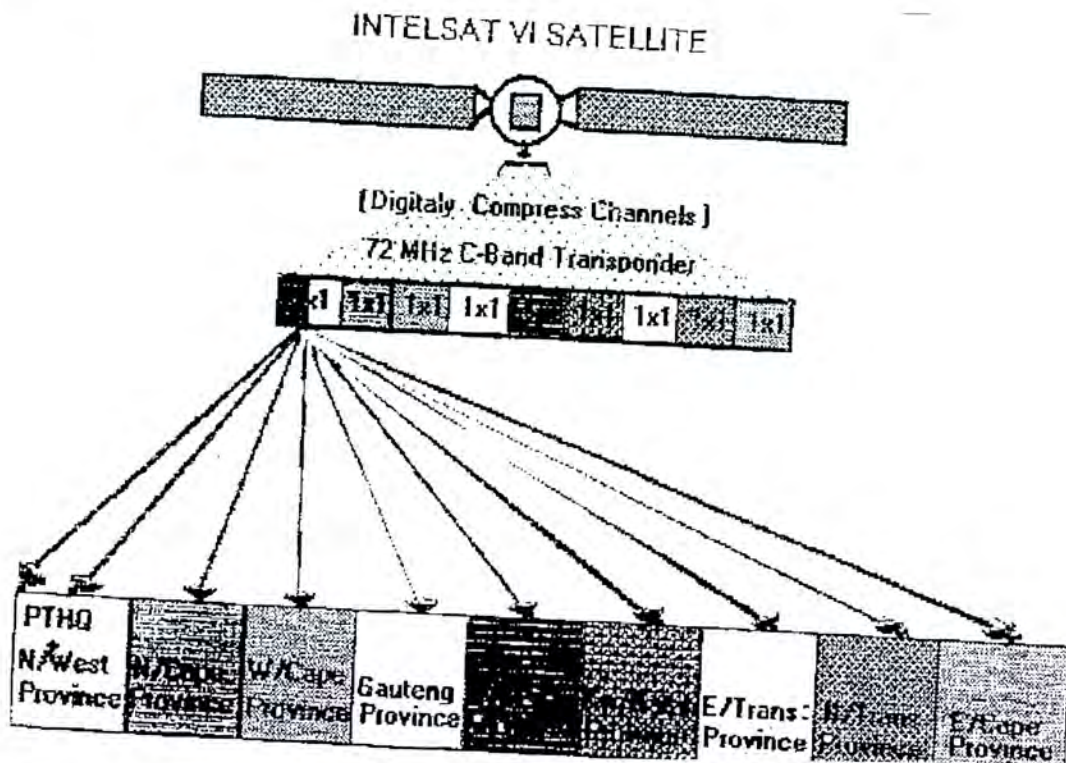


Diagram 6.4

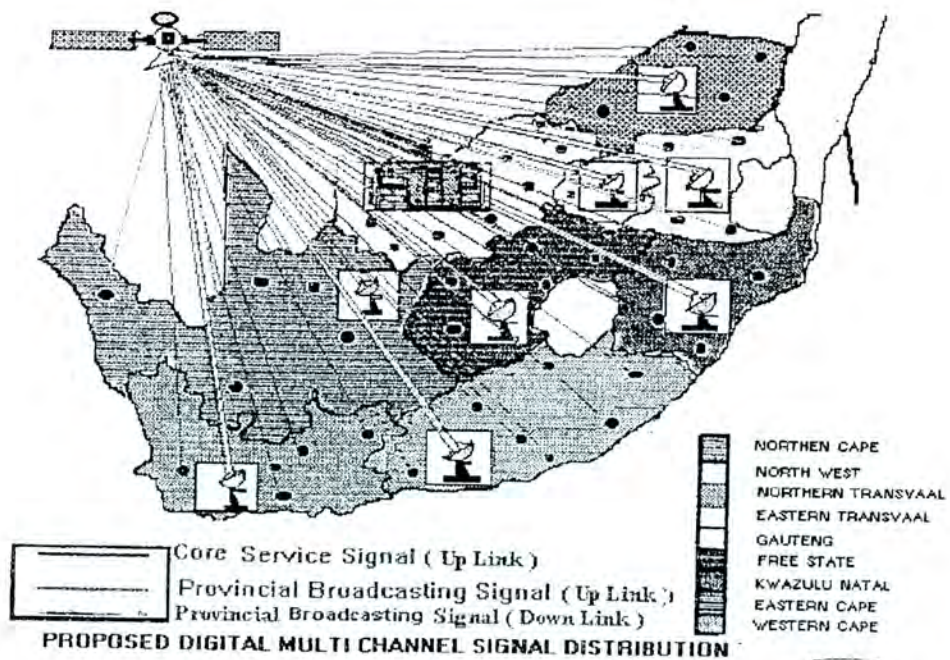


Diagram 6.5

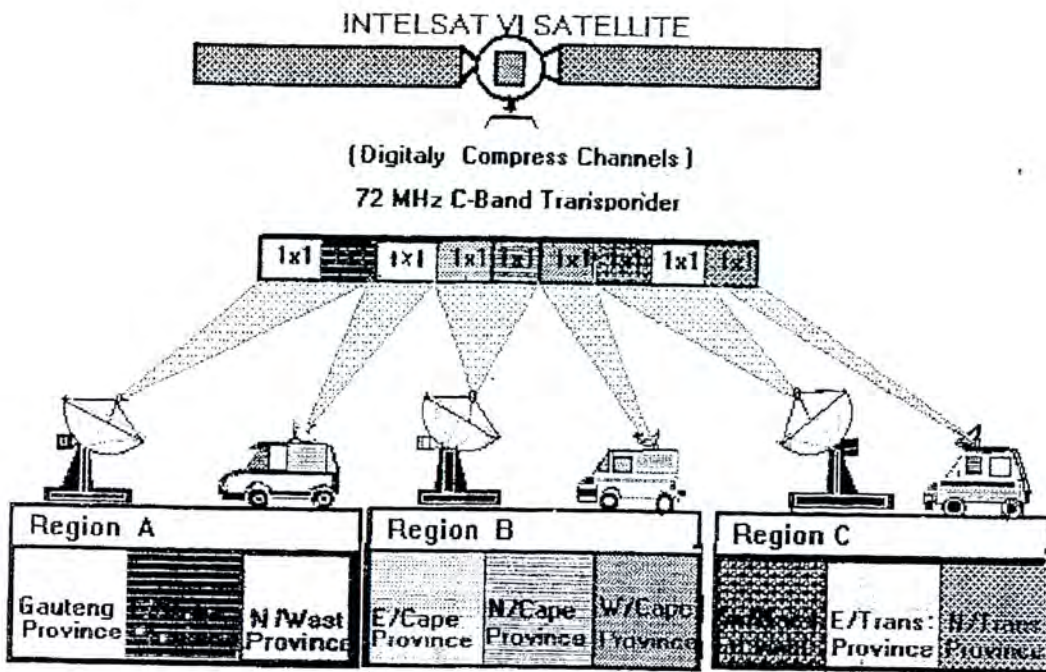
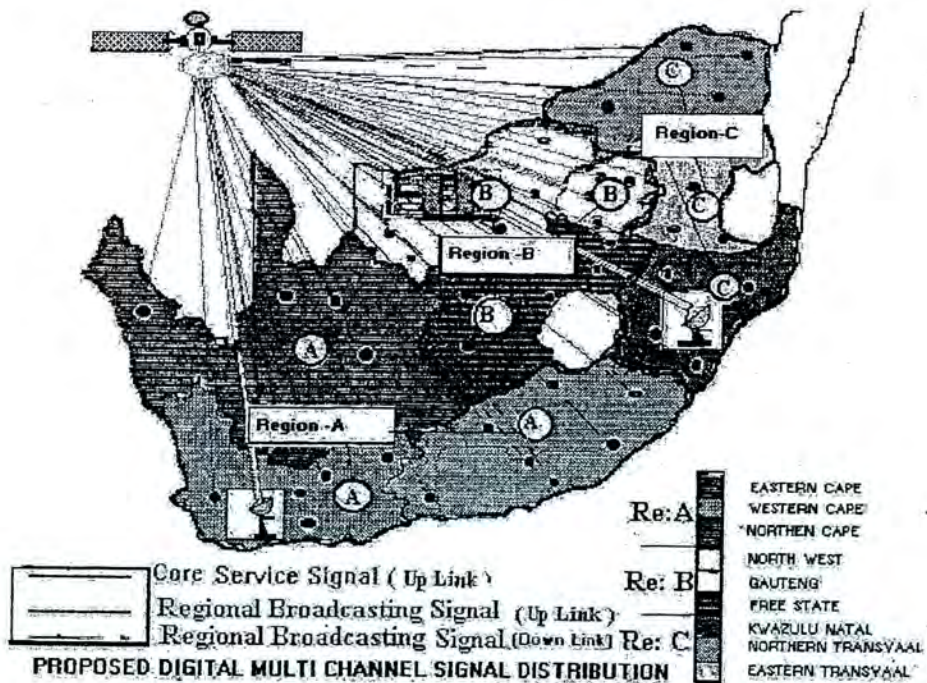


Diagram 6.6



6.5 CONCLUSION

In this chapter, an approach to the establishment or implementation of R-TV services in the NWP was proposed. This approach was developed from the literature review and from the views and experiences of politicians, academics, university students, traditional leaders, business community members, government employees, the premier's office, and members of the general public. The principles for the establishment/implementation of R-TV in the NWP were presented. In Chapter Seven an overview of the study is provided, and the conclusions, limitations and recommendations of the research are presented. This chapter has also explained the proposed digital signal distribution for all provinces in South Africa with an option of grouping the nine provinces into three regional broadcasting services. If this digital signal television broadcasting distribution is a success in the North West Province, this proposal may also be useful to other provinces in South Africa.

CHAPTER SEVEN

7 OVERVIEW OF THE STUDY, MAIN FINDINGS AND RECOMMENDATIONS

7.1 OVERVIEW OF THE STUDY

The aim of this study was to establish and formulate an approach to the implementation of regional television services in the North West Province of South Africa. **Chapter one** provided an orientation and explained the problem statement of the feasibility and viability of the establishment of regional television broadcasting services in the North West Province.

Chapter Two scrutinised critical issues regarding the feasibility and viability of regional television broadcasting worldwide. The constructivist framework used to support broadcasters in establishing regional television broadcasting services was highlighted. This chapter discussed examples of regional television services, their challenges, finances, programming and social benefits in various countries around the world. These countries were grouped into developed and developing countries for ease of understanding.

Communication theories that have influenced broadcasting to communities, especially television services were elaborated on in this chapter. One could conclude by saying that the discussion in this chapter revealed that regional television services have been and still are a challenge for many countries. Countries that do have R-TV services have been through a great deal in achieving them and some of those without such services are trying to find a model that can be adapted from those used in developed countries.

Chapter Three concentrated on various discussions and proposals that South Africans experienced in the establishment of regional television broadcasting services in South Africa. These included:

- the current structure of public broadcasting in South Africa;
- reformation of South African broadcasting in general;
- the idea of regional public broadcasting in South Africa;
- capacity and support for hosting public regional broadcasting in the provinces;
- the past experiences of the former Bophuthatswana homeland television;
- funding and accounting models;
- language diversity as stated in the South African Constitution;
- attitudes towards R-TV and payment of TV licences;
- factors influencing and challenges facing the establishment of R-TV; and
- benefits to SADC countries from R-TV in the North West Province.

In **Chapter Four**, the research design, population, sampling and data analysis were discussed. Two approaches, namely qualitative and quantitative, were selected to collect data on the establishment and implementation of regional television broadcasting. The general public questionnaire was used to solicit the views of members of the public in the province on the proposed establishment of regional television broadcasting services. Provincial politicians, business community members, student representatives, traditional leaders, academics, members of the general public, government employees, NGOs, the regional SABC, labour movements and university students were interviewed to establish the context within which the proposed regional television broadcasting services would be implemented.

Chapter Five presented and analysed data from both quantitative and qualitative approaches. Quantitative data was presented in the form of tables, frequencies, percentages, and Chi-Square. The results were presented according to the following categories: the profile of provincial television broadcasting skills, the attitude and construct of members of the public regarding television broadcasting resources as well as the level of support that the provincial government and businesses would give to regional television broadcasting services.

Chapter Six contains the proposed establishment and implementation approach for regional television broadcasting services in the North West Province. This provides a solution to the challenges of establishing and implementing regional television broadcasting services. This approach was derived from the literature study in Chapters two and three and supported by the data presented in Chapter Five. The proposed digital signal distribution was also detailed in this chapter, illustrating that the nine South African provinces could be grouped into three regional broadcasting centres.

7.2 MAIN FINDINGS

Based on the findings of this research study on the feasibility and viability of regional television services in the North West Province, the following major findings and recommendations were made.

7.2.1 Major findings pertaining to research question No.1 (Does the North West Province have the capacity to host Regional Television Broadcasting?)

The following were identified as some of the major issues affecting the feasibility and viability of regional television services in the NWP of South Africa:

- 88% of the respondents indicated that they would be interested in viewing a NWP regional television station (see Table 5.23). This would also encourage them to pay TV licences (see Table 5.24);
- the former Mmabatho TV and BOP TV had developed skills in the North West Province, as recorded in Table 5.26, and some of these people were still working in SABC Radio and Television (see Annexure 11, line 48, 67); and
- people felt that the former BOP TV facilities were under-utilised; the newly proposed R-TV should use them (see Table 5.29). The proposed R-TV services would be sustainable with the combined support of the provincial government; the community and local business since television ownership is very expensive (see Table 5.30).

7.2.2 Major findings pertaining to research question No.2 (What social impact will the Regional Television Broadcasting have on the North West Province?)

The following social impacts that R-TV could have on the NWP were identified from the answers to the questionnaire:

- most respondents (83%, Table 5.13) indicated that they earned salaries from the government and 92% (Table 5.15) had electricity in their houses. Most of them indicated that this had been installed during the former Mmabatho TV and BOP TV era so that they could have a television and watch the local content;
- about 91% of the respondents (Table 5.18) indicated that they owned a television set in their homes and that it had changed their standard of living; and
- respondents also noted that local programmes that would be produced by the R-TV would benefit and develop local people through employment opportunities;

advertising income, and other skills brought from other provinces through producers and training (see in Annexure 11, line 69, 90).

7.2.3 Major findings pertaining to research question No.3 (What will the economic impact of R-TV services are on the NWP?)

The establishment of R-TV in the NWP could bring about the following economic impacts according to respondents' answers to the questionnaire:

- table 5.38 indicates that most (92%) respondents, irrespective of district, overwhelmingly agreed that regional TV services should be hosted within the NWP. As indicated earlier in the table that describes investment in the province could be improved by this service;
- secondly, advertising would generate funds for regional TV services while respondents from the North West Province Legislature (25%) also suggested that donations could support the R-TV; and
- small businesses would be able to advertise on their local television network and that would also provide them with opportunities for exposure to the world at large (see Annexure 11, line 71, 92).

7.2.4 Major findings pertaining to research question No.4 (How will the establishment of R-TV services in the North West Province benefit the SADC region?)

The following possible community interests and benefits to SADC countries were identified:

- advertising will boost the economy as provincial companies will use the station for internal and external advertisements (see Annexure 11, line 54, 73);
- stakeholders would swell the finances. Advertising would be provincially focussed and that would attract money. SMME programmes like the Mafikeng Development Zone would be given the opportunity to advertise on the R-TV. The station would also highlight the skills that were lacking in the province (see Annexure 11, line 73);
- the NWP communities would benefit from local content programming. As is indicated in Tables 5.31 and 5.32, communities would benefit from coverage of their own local news, sports, festivals and other activities. The majority of respondents indicated that they were interested in local current affairs (Table 5.34) and local political and economic affairs were also noted as issues of considerable interest to respondents (see paragraph 5.35); and
- on the other hand, Table 5.36 indicated that communities are also interested in local religious and health programmes (see paragraph 5.36). Countries like Botswana, Zimbabwe and Namibia could also benefit from this channel, as indicated in Table 5.37: in fact, Botswana had already benefitted from the NWP by receiving some SABC channels in the form of frequency overflows. Some channels of the SABC were also received in parts of Namibia. Therefore culture, politics and economics could be shared through stations like the proposed R-TV station in the North West Province (see Annexure 11, line 94, 117).

7.2.5 Major findings pertaining to research question No.5 (Will there be enough support for R-TV from the Provincial government?)

Findings pertaining to the support of R-TV from the provincial government and other stakeholders identified from the questionnaire and interviews were as follows:

- respondents believed that provincial government would support R-TV services because this would help the government to reach out to its communities (see Annexure 11, line 73);
- the government would support R-TV because government programmes such as 'imbizo', calabash, heritage week, Premier's special programmes and other departmental activities would reach the public via this station (see Annexure 11, line 75); and
- the government would provide basic support from grants in the form of a budget allocated to R-TV every year.

7.2.6 Major findings pertaining to research question No.6 (Will this move increase the rate at which people from the province pay their television licences?)

As far as the question of whether the establishment of R-TV would encourage more people to pay their television licences was concerned, the following findings emerged:

- it is interesting to note that the majority of respondents, that is, 394 (77, 4%) , registered their support for the South African public broadcaster, SABC television's licence during the study, compared to the 98 respondents (19, 3%) who did not (see paragraph 5.3.4);
- table 5.20 indicates that the majority of the respondents (410 or 80, 6%) agreed that they would pay their current SABC TV licence;
- according to Table 5.21, 306 (60, 1%) respondents indicated that they paid cash for the television licence, compared to 50 respondents (9, 8%) who paid through stop orders or other forms of direct debit payments. Only 34 respondents (6, 7%) used debit cards and 31 respondents (6, 1%) credit cards; and
- the province already has the infrastructure for the R-TV service but research needs to be conducted on how some of the major SABC-TV channels are funded other than through the payment of licences (see Annexure 11, line 58, 76, 121, 163).

7.2.7 Major findings pertaining to research question No.7 (How many languages should be covered by the R-TV services in the NWP?)

The findings pertaining to language coverage on the proposed R-TV service were as follows:

- the dominant language among respondents was Setswana (71%) followed, by English (38%) (See Annexure 11, line 183, 204, 225). English, Setswana and a little bit of IsiZulu mixed with IsiXhosa, then Afrikaans, were the main languages indicated by respondents. This reflects the language patterns of the province (see Annexure 11, line 183, 204). Setswana and English followed by Afrikaans and a small percentage of IsiXhosa are the languages spoken most commonly in the province.

7.3 RECOMMENDATIONS

7.3.1 Recommendation No. 1(Major finding No. 1, bullets 1, 2)

There is capacity in the NWP to host R-TV.

Motivation

The researcher notes that NWP has been a trendsetter in broadcasting among other small provinces by hosting BOP TV and Mmabatho TV. In terms of infrastructure, the NWP already has the facilities for a television service (see paragraph 5.2.4, Table 5.23). The province has been developing skills and human resources in broadcasting for SABC stations such as Metro FM through its training of people like Tim Modise, Bob Mabena, Louis Tshinavhe, the famous Zimbabwean Tich Matazz and many others who read the news on television or work behind the scenes.

7.3.2 Recommendation No. 2 (Major finding No.2, bullets 2, 3)

There must be changes in the standard of living of communities in NWP (social impact)

Motivation

The establishment of R-TV will be to the benefit of the community and will bring employment opportunities, skills, advertising as well as training of producers, camera and television skills, because positions like producers, assistance, presenters, drivers, camera operators, technicians, engineers, support staff, etc will be established. Businesses will be boosted by the exposure they get from television and will grow faster through advertising (see paragraph 5.2.4, Table 5.26). The programming combined a community angle with the specific labour movement interest in promoting social and health services, creating employment, advertising as well as issues concerning work conditions and the labour market (Hjort & Prehn, 2001: 65).

7.3.3 Recommendation No. 3 (Major finding No.3, bullets 2, 3)

R-TV must encourage economic development, especially of small businesses.

Motivation

Television services bring with them the prospect of advertising since businesses and companies needed to be exposed to their publics. . Small businesses in the NWP could benefit a great deal from TV advertising as it will expose these businesses to the public (see paragraph 5.2.4, Table 5.26). The town that hosts R-TV should benefit particularly because production and advertising companies from all over the province and South Africa will flock there in their mission to do business with the R-TV station.

7.3.4 Recommendation No. 4 (Major finding No.4, bullets 2, 3, 4)

There must be major benefit to SADC from the R-TV in the NWP.

Motivation

Countries like Botswana, Zimbabwe and Namibia will benefit from this channel (see paragraph 5.2.5, Table 5.31). Botswana has already benefitted by receiving some SABC channels in the form of frequency overflows. Some parts of Namibia also receive SABC channels. In this way, the culture, politics and economics could be spread by stations like the proposed R-TV station in the North West Province.

7.3.5 Recommendation No. 5 (Major finding No. 5)

There must be provincial government support for acquiring R-TV services.

Motivation

Regional television stations should broadcast more local than national and international programmes. Local news, sports, education, arts and culture, music and entertainment are some of the local elements in which respondents indicated interest (see paragraph 5.2.5, Table 5.31). Programme output on Channel 10 in Nigeria, for example, shows a remarkable blend of light entertainment programmes, women's and children's programmes, news and current affairs, sport and cultural programmes (Lasekan & Olufemi, 2003: 102).

7.3.6 Recommendation No. 6 (Major finding No. 6, bullets 1, 2, 3)

There must be willingness to pay television licences

Motivation

It is interesting to note that many respondents expressed an interest in paying their television licences from the current SABC. It seemed too that many of them would be willing to pay for a licence for the new regional television service as well. People are even interested in paying licences for the new proposed regional television. This suggests that the more people watch local programmes on television the more they are encouraged to pay their television licence. South Africa's nightmare of people not paying for television licences could be a thing of the past if public broadcasters showed more local content and bought fewer international programmes (see paragraph 5.2.3, Table 5.19).

7.3.7 Recommendation No. 7 (Major finding No. 7, bullets 1, 2, 3)

The R-TV must have a language policy in place for its operation in the NWP.

Motivation

The researcher recommended that, as indicated by respondents, Setswana should be the main language, used in parallel with English. As indicated in Table 5.4, 372 respondents (73, 1%) were Setswana-speaking people, followed by 38 English speakers (7, 5%) (see paragraph 5.2.1, Table 5.1).

7.4 RECOMMENDATIONS FOR FURTHER STUDY

In most of rural South Africa, television broadcasting is still a new enterprise, particularly when it comes to broadcasting technology. There are many residential areas where people are crying out for signal attention of television services and where South Africans could learn in order to improve. In this study, an attempt has been made to develop an approach for establishing a regional television service in the North West Province. This approach is as yet untested. In this regard, the researcher recommends that the following should be investigated:

- broadcasting regional television services with universities as the main hosts;
- whether local content motivates people to pay their television licences;
- implementation of public access broadcasting services mandated to Sentech;
- public, private partnership between the SABC and the business community;
- improvements to training in television broadcasting skills in South Africa; and
- quantitative research on the establishment of regional television services within provinces.

7.5 DELIMITATIONS OF THIS RESEARCH STUDY

The proposed approach has not been implemented but was based on the perceptions and experiences of the research participants. Although some of the aspects may appear obvious they may not necessarily work effectively in practice.

The study is intended to increase the feasibility of implementing R-TV services. The state of television broadcasting in the country is not yet stable and some of the establishment guidelines may not apply in future because of the changes in digital technology world-

wide and the so called 'Digital Migration'. In addition, the pressure from FIFA about South Africa hosting the 2010 Soccer World Cup brought many changes in television broadcasting.

7.6 LIMITATIONS OF THE STUDY

Potential limitations are often numerous even in the most carefully planned research study and it is important that they be listed here. Generally, when identifying limitations, the researcher considers the validity and reliability of all data collection instruments, the generalisation of the sample to the population from which it was drawn, access to data, ethical problems and the ability to control extraneous factors in the environment and in respondents (Strydom, 2005: 119).

This study has the following limitations:

- some politicians and political movements were difficult to contact;
- unexpected financial constraints on travel to countries abroad affected R-TV;
- distance to areas to be visited; and
- some community restrictions imposed by traditional leaders.

7.7 CONCLUSION

This research study has shown that the implementation of R-TV in the NWP depends on a number of factors. For the effective operation of the R-TV services within the NWP, provincial government must play a role. It is important, however, that there should be harmony amongst all stakeholders (politicians, traditional leaders, youth structures, representatives of business and industry, SABC–North West Province, universities, provincial government and others within and outside the province). This can be achieved

by encourage each structure from these groups to invest in the regional television services.

This study has also revealed that effective implementation of R-TV services within the NWP depends on the extent to which resources are made available to the appointed management of the proposed station. Trainers of production, administration and technical staff must also be identified from all over the country and even abroad. Furthermore, the public's attitude in the North West Province towards training and the whole concept of R-TV broadcasting, the attitude of stakeholders and everyone within the province will determine the success of R-TV broadcasting services. This emphasis on these factors suggests that the implementation of R-TV services is not influenced by the availability of resources only but also by the combined effort of the various factors investigated in this study.

The recommendations made in this study will serve as a starting point and a source of information for other provinces which wish to make a difference in the broadcasting industry. It is the wish of this researcher that the study will provide a basis for further investigations into regional television within the North West Province (South Africa). Regional television in South Africa is as new as the democratic government. Owning a television station is a very expensive exercise with which an individual alone cannot cope. In third world countries, it is usually only governments, businesses and their communities which can manage this. In Africa, Nigeria has the most experience in regional television, with a television station in almost every province/state.

ANNEXURE 1



NORTH-WEST UNIVERSITY
YUNIBESITHI YA BOKONE-BOPHIRIMA
HOORDWES-UNIVERSITEIT

MAFIKENG CAMPUS

Department of Communication

The School of Humanities

20 October 2007

The Executive Mayor

DR MODIRI MOLEMA

DISTRICT MUNICIPALITY

Dear Sir/Madam

Request for permission to conduct Educational Research on “*The feasibility and viability of Regional Television services in the North West Province of South Africa.*”

I hereby request for permission to conduct research in your office. The title of my thesis is “**The feasibility and viability of Regional Television services in the North West Province of South Africa.**” I further request you to allow me to make the necessary arrangements.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'N.A. Tshidzumba', written over a dotted line.

N.A. Tshidzumba

018 389 2512

072 652 0392

NGAKA MODIRI MOLEMA DISTRICT MUNICIPALITY	
APPROVED	
EXECUTIVE MANAGER: MAYOR	
SIGNATURE:	
DATE:	22/11/2007

ANNEXURE 2



Office of the Premier

Department:
Office of the Premier
North West Provincial Government
Republic of South Africa

3rd Floor, Ga-Rona Building
Private Bag X65,
MMABATHO
2735

PREMIER'S OFFICE

Tel: +27 (18) 387-4445
Fax: +27(18) 387-3008
E-mail: dmooketsi@nwpg.gov.za

09 November 2007

Mr N.A Tshidzumba
P.O Box 5563
MMABATHO
2735

Dear Mr Tshidzumba

REQUEST FOR PERMISSION TO CONDUCT EDUCATIONAL RESEARCH ON "THE FEASIBILITY AND VIABILITY OF REGIONAL TELEVISION SERVICES IN THE NORTH WEST PROVINCE OF SOUTH AFRICA"

Your communication received on 2nd November 2007, pertaining to the above-mentioned subject, is hereby acknowledged with appreciation.

Please be informed that your request has been referred to Mr Danie Schoeman, Acting Head of Department in the Office of the Premier, for appropriate attention and further communication with yourself.

With kind regards

K.M GOVENDER (MR)
PREMIER SUPPORT

RUSTENBURG

**PLAASLIKE
MUNISIPALITEIT**



**LOCAL
MUNICIPALITY**

**DIREKTORAAT:
KORPORATIEWE
ONDERSTEUNINGSDIENSTE**

*Posbus / P O Box 16
0300 RUSTENBURG,
NORTH WEST PROVINCE*

**DIRECTORATE: CORPORATE
SUPPORT SERVICES**

*Tel: (014) 590 3111
Faks / Fax: (014) 590 3410
E-pos / E-mail: kcl5@rbcc.co.za*

MS SM DU PREEZ/ss
REF: PERSONNEL

28 January 2008

Mr AN Tshidzumba
NW University

Sir,

**EDUCATIONAL RESEARCH: THE FEASIBILITY AND VIABILITY OF
REGIONAL TELEVISION IN THE NW PROVINCE OF SA**

With reference to your request of 17 January 2008, and the telephonic conversation between yourself and ms du Preez on 25 January 2008, please note that the Rustenburg Local Municipality can assist you as follows:

Number of participants in the research:	50 Office based employees, in the Missionary Mpheni House.
Date	: Friday 1 February 2008.
Starting Time	: 09:00

It was also agreed that you will bring along 50 questionnaires, and will have access to employees on the basis that it will not be compulsory for them to participate in the research, but that they may do so voluntarily.

We wish you success with your research and thesis.


MUNICIPAL MANAGER

ANNEXURE 4



NORTH-WEST UNIVERSITY
YUNIBESITHI YA BOKONE-BOPHIRI
NOORDWES-UNIVERSITEIT

**MAFIKENG CAMPUS
FACULTY OF HUMAN AND SOCIAL
SCIENCES
COMMUNICATION**

TO: *Mwenesongole*.....DR MWENESONGOLE 03/03/08
SCE.....DIRECTOR'S OFFICE

Dear Sir/Madam

Request for permission to conduct Educational Research on “*The feasibility and viability of Regional Television services in the North West Province of South Africa.*”

I hereby request for permission to distribute questionnaires to NPDE, ACE, Bed, and M. ed students and also those who attends classes over the weekends. The title of my thesis is “**The Feasibility and Viability of Regional Television services in the North West Province of South Africa.**”

Yours sincerely

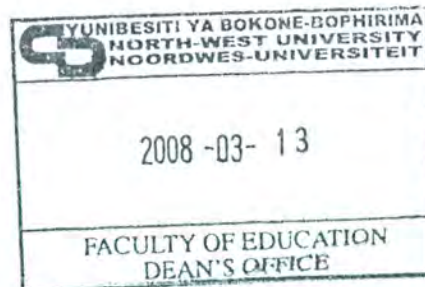
A handwritten signature in black ink, appearing to read 'N.A. Tshidzumba'.

N.A. Tshidzumba

Lecturer: Communication

Tel. 018 389 2512

Fax. 018 389 2504



ANNEXURE 5



NORTH WEST UNIVERSITY
YUNIBESITHI YA BOKONE BOPHIRIMA
NORDRIVES-UNIVERSITEIT

MAFIKENG CAMPUS

Department of Communication

The School of Humanities

20 October 2007

The School Director

SCHOOL OF HUMANITIES

Dear Sir/Madam

Request for permission to conduct Educational Research on *"The feasibility and viability of Regional Television services in the North West Province of South Africa."*

I hereby request for permission to conduct research in the Department of Communication. The title of my thesis is "**The feasibility and viability of Regional Television services in the North West Province of South Africa.**" I further request you to allow me to make the necessary arrangements with the respective lecturers and students in their departments.

Yours sincerely

A handwritten signature in black ink, appearing to read 'N.A. Tshidzumba'.

N.A. Tshidzumba

018 389 2512

072 652 0392

A handwritten signature in black ink, appearing to read 'Prof D J Ganihi'.
Approved
1/11/2007.

ANNEXURE 6

JV-2007(MON) 18:51

NEHAWU PROVINCIAL OFFICE

(FAX) 018 3813942

P. 002/002



NEHAWU

National Education Health & Allied Workers Union

OFFICE OF THE SECRETARIAT: NW

E-mail pat@nehawu.org.za

PROVINCIAL OFFICE

Provincial Office
14 Molapo Road
Mafikeng
P.O. Box 3037
Mafikeng
2745

Tel: (018) 3812059
(018) 3814585/87
Fax: (018) 3813942
Cell 082 455 2327

North West University
Mafikeng Campus
Department of Communication
The School of Humanities
12 November 2007

Dear Sir/Madam

Request to conduct educational research

OFFICE OF THE SECRETARIAT: NW

This serves to inform your good-self that your request on the above matter has been granted.

For any information do not hesitate to contact Pat Motubatse, the Provincial Secretary on **018 381 4585 or 0824552327**

North West University
Department of Communication
The School of Humanities

Yours,
November 2007

Pat Motubatse
Provincial Secretary

This serves to inform your good-self that your request on the above matter has been granted.

For any information do not hesitate to contact Pat Motubatse, the Provincial Secretary on **018 381 4585 or 0824552327**

Yours,
November 2007

CONSOLIDATE THE UNION – CONSOLIDATE WORKING CLASS POWER

ANNEXURE 7



NORTH-WEST UNIVERSITY
YUNIBESITHI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT

MAFIKENG CAMPUS
FACULTY OF HUMAN AND SOCIAL
SCIENCES
COMMUNICATION

TO:MR R. KETTLES
.....REGISTRAR'S OFFICE

Dear Sir/Madam

Request for permission to conduct Educational Research on *"The feasibility and viability of Regional Television services in the North West Province of South Africa."*

I hereby request for permission to interview and distribute questionnaires staff members. The title of my thesis is **"The Feasibility and Viability of Regional Television services in the North West Province of South Africa."**

Yours sincerely

N A. Tshidzumba

Lecturer: Communication

Tel. 018 389 2512

Fax. 018 389 2504

Cc Mr L Mpolokeng

Approval is granted for
this research to be conducted
on campus.

31-3-2008.



ANNEXURE 8

Dear Participant

Thank you for showing interest in participating in my research project. The research is a Doctoral Thesis for the fulfilment of PhD Communication degree at the North-West University. Your views and opinions through participation in this research study will be highly appreciated. Confidentiality of the information that you will provide will be respected at all times. No mention will be made of any personal details that may identify you. Participation is voluntary. Only interpreted data will be considered and presented to the supervisor and the Faculty of Human and Social Sciences of the North-West University. The results of the study will be reported in a doctoral thesis as well as scientific articles.

Thanking you in anticipation.

Yours faithfully

.....

Tshidzumba N A (Mr)

ANNEXURE 9

SECTION 1: GENERAL INFORMATION

Instructions

Interviewer: **Kindly circle, write or tick** the codes/numbers that represent the responses of the participants. Each section must be read out carefully.

1.1 Age of the Respondent (write down your age inside the box provided)

	1
--	---

1.2 Race of the Respondent

Black or African	1
Coloured	2

Indian	3
White	4
Other	5

1.3 Area type. By Area type I mean areas classified according to characteristics of a residential population in terms of urban and rural.

Urban	1
Rural	2

1.4 Have you lived in the North West Province since birth?

Yes	1	No	2
-----	---	----	---

1.5 If you have not lived in the North West Province indicate the Province in which you lived previously.

Limpopo	1
Gauteng	2
Mpumalanga	3

Free State	4
Northern Cape	5
Western Cape	6
Eastern Cape	7
Kwa-Zulu Natal	8
Other, specify	9

1.5 What is your educational level?

None	1	Primary School	2	Secondary School	3	Tertiary Education	4	Others	5
------	---	----------------	---	------------------	---	--------------------	---	--------	---

1.6 What is your employment status?

Employer	1	Employee	2
Self - employed	3	Student	4
Politician	5	Unemployed	6

1.13 What is your marital status?

Married	1	Divorced	2	Widower	3
Not Married	4	Separated	5	Co-Habiting	6
Other	7				

1.13 What is your religious affiliation? (Write down the name of the church)

Islam	1	Moslem	2	Hinduism	3	Christian	4
Other	5, specify						

1.13 Gender of the Respondent

Male	1	Female	2
------	---	--------	---

1.13 What is your home language? (Write down the language)

Setswana	1	English	2	
IsiXhosa	3	IsiZulu	4	
Afrikaans	5	Other, specify		

1.13 What is your status in the household?

Father	1	Child	2	Grandmother	3
Mother	4	Relative	5	Grandfather	6

1.12 How many people are living in your house? (Write down the number)

	1
--	---

1.13 What type of a family/household do you live?

1	2	3	4	5	6	7	And above	8
---	---	---	---	---	---	---	-----------	---

SECTION 2: SOCIAL & ECONOMIC CHALLENGES FACING THE IMPLEMENTATION OF R-TV SERVICES.

Instructions:

Kindly write, and circle or tick the codes/numbers that represent the responses of the participants.

2.1 What is the main source of income in your household?

Salaries and wages	01
Government old age pension	02
Private old age pension	03
Government disability grant	04

Child support grant	06
Grant in aid	07
War veteran's grant	08
Loan from family	09

Care dependency grant for disabled children	05
---	----

Other (indicate)	10
------------------	----

2.2 What is your salary scale per annum? **(Write the amount inside the box)**

1000-2000	2	3000-4000	2	5000-6000	3	7000-8000	4
9000-10000	5	11000-12000	6	13000-14000	7	15000-16000	8
Others, specify							

2.3 Who is the main breadwinner in your household?

Son	01
Daughter	02
Father	03
Mother	04

Grandchildren	05
Parents	06
More than one person	07
Others (indicate)	08

2.4 What do you mainly spend your income/money on? **(It can be a combination)**

Household necessities like food, groceries	01
Clothing	02
Rent/accommodation	03
Other	08

Transport	04
Education	05
Water and electricity	06

2.5 Do you own a house?

Paid up	1
Parents' house	2

Bond	3
Rent	4
Others (Indicate)	5

2.6 How many are working in your family?

0	1	2	3	4	5	6	7	9 and more
---	---	---	---	---	---	---	---	------------

2.7 Do you have electricity in the house?

Yes	1	No	2
If No, why?			

SECTION 3: ATTITUDE OF PEOPLE TOWARDS LICENCES & MEDIA ACCESSIBILITY

Instructions

This section looks at the attitude of people towards licences and accessibility of the media.

3.1 What is your main source of information about events, news, etc.? **(Circle 1 Option)**

Radio	1
TV	2
Family members	3
Other (specify)	7

Pamphlets or posters	4
Newspaper	5
Community meetings	6

3.2 Does your family own a television set? **(Circle 1 Option)**

Yes	1	No	2
If No, why?			

3.3 Do you support the SABC TV Licence campaigns? (Circle 1 Option)

Yes	1	No	2
If No, why?			

3.4 Is your family subscribed to M-net DStv? (Circle 1 Option)

Yes	1	No	2
If No, why?			

3.5 Do you currently pay the SABC TV Licence and how? (Circle 1 Option)

Yes	1	No	2		
If No, why?					
If Yes, how often?					
Monthly	1	Quarterly	2	Yearly	3

3.6 What method of payment do you use to pay the SABC TV Licence? (Circle 1 Option)

Cash	1	Credit card	2	Debit card	3	Stop order	4	Others, indicate	5
------	---	-------------	---	------------	---	------------	---	------------------	---

3.7 Which television channels do you receive in your house/area? (Circle 1 Option)

SABC 1	1	SABC 2	2	SABC 3	3	e.tv	4	M-net/DStv	5
Others, indicate									

SECTION 4: CAPACITY TO HOST & SUPPORT FROM THE PROVINCIAL GOVERNMENT.

Instructions

This section examines the need for a Regional Television Services.

(Circle 1 number and give reasons where necessary)

4.1 Do you want the regional television services to be hosted within the North West Province?

Yes	1	No	2
Give reasons,			

4.2 How much can you afford to pay for a regional television licence per annum?

R200	1	R225	2	R250	3	R300	4
Other, specify,							

4.3 Who do you think within the North West Province should own the regional television station?

Private	1	SABC only	2	Provincial Government	3	Private & SABC	4	Provincial Government & SABC	5
Other, specify									

4.4 Do you think the North West Province community will benefit from the regional television station?

Yes	1	No	2
Give reasons,			

4.5 Do you think new regional television services can benefit from the former-BOP TV experiences?

Yes	1	No	2
Give reasons,			

4.6 What other financial support do you suggest the regional television services could use to generate funds?

Advertising	1	License	2	Donations/sponsorship	3	Government Grant	4
-------------	---	---------	---	-----------------------	---	------------------	---

Other, specify,

4.7 Do you think North West Province has enough skilled broadcasting manpower to run the regional television services?

Yes	1	No	2
Give reasons,			

4.8 Do you support the idea of grouping provinces such as Limpopo, Mpumalanga and North West Province to be served by one Regional Television Service?

Yes	1	No	2
Propose,			

4.9 How do you think Regional Television Services should be broadcast?

Free-to-Air	1	Digital Satellite	2	Digital Terrestrial	3	Traditional Antennas	4
Other specify,							

4.10 Do you think the Regional Television Services should use facilities within the old BOP TV complex, now SABC?

Yes	1	No	2		
Give reasons,					

4.11 Do you think the Regional Television Services should depend on advertising?

Yes	1	No	2
Give reasons,			

4.12 How do you think Regional Television Services could be self sustainable?

Community Support	1	Governmental Support	2	Business Support	3	Combined Support	4
Other, specify							

4.13 What economic benefits do you see being brought by the Regional Television Services within the NWP?

Explain,

.....
.....

SECTION 5: CAPACITY TO HOST & SUPPORT FROM THE PROVINCIAL GOVERNMENT.

Instructions

This section examines the need for a Regional Television Service.

(Circle 1 number and give reasons where necessary)

5.1 How interested are you in watching a locally made programme about one of your hobbies/leisure or other activities of particular interest to you?

More Interested	1	interested	2	Not Interested	3	Not at all interested	4
Other, specify							

5.2 How interested are you in appearing in one of the locally designed/made programme?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
Other, specify,							

5.3 How interested would you be in watching a Local Television channel that screens Local News?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
Other, specify							

5.4 How interested are you in watching a Local Television channel that screens Local Amateur and Professional Sporting Events and meetings?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
-----------------	---	------------	---	----------------	---	-----------------------	---

Other, specify

5.5 How interested would you be in watching a Local Television channel that screens Local Current Affairs?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
Other, specify							

5.6 How interested would you be in watching a Local Television channel that screens Local Special Interest Programmes?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
Other, specify							

5.7 How interested would you be in watching Local Television channel that screens Local Entertainers and Local Neighbourhood and City/Town Festivals?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
Other, specify							

5.8 How interested would you be in watching Local Television channel that screens Local Neighbourhood and City/Town Festivals?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
Other, specify							

5.9 What type of programmes would you want to see broadcasted on the Regional Television Services? (Tick Yes or No)

		YES	NO
Film Channel	01		
News Channel	02		

Sports Channel	03		
Entertainment Channel	04		
Music Channel	05		
Special Interest Channel	06		
Children's Channel	07		
Education Channel	08		
Information Channel	09		
Local Content Channel	10		
Political Channel	11		
Economic Channel	12		
Religious Channel	13		

5.9 How interested would you be in watching a Political Television channel that screens Local Current Political Affairs?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
Other, specify							

5.10 How interested would you be in watching a Local Television channel that screens Economic Affairs?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
Other, specify							

5.11 How interested would you be in watching a Religious Television channel that screens Local Religious Programmes?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
-----------------	---	------------	---	----------------	---	-----------------------	---

Other, specify

5.12 How interested would you be in watching a Health Television channel that screens Health Related Programmes?

More Interested	1	Interested	2	Not Interested	3	Not at all interested	4
Other, specify							

Thank you for your cooperation and contribution.

ANNEXURE 10

SEMI-STRUCTURED INTERVIEW QUESTIONS

1. Does the North West Province have the capacity to host Regional Television Broadcasting services?
2. What social impact will the Regional Television Broadcasting services bring to the public of the North West Province?
3. What economic impact will the R-TV services have on the NWP?
4. How will this move (the establishment of R-TV service in NWPs) benefit the SADC region?
5. Will there be enough support for the idea from the Provincial government and other stakeholders?
6. Will this move increase the rate at which people in the province pay their television licences?
7. How many languages should be covered by the R-TV services in the NWP?

THANK YOU

ANNEXURE 11

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 1

Interview between interviewer (I) and respondent on (R1): Bophirima District Municipality

- | | |
|---|----|
| | 1 |
| I: Good afternoon sir | 2 |
| R1: Good afternoon Mr. Tshidzumba and how can I help you? | 3 |
| I: Sir, I booked through your secretary for an interview today | 4 |
| R1: OK, let me get the questionnaire you send to me, yes here it is and I am ready now | 5 |
| I: OK. Let us start, question number 1: Does the North West Province have the capacity to host the Regional Television Broadcasting services? | 6 |
| R1: Yes the province has skill and capacity and it has also hosted former BOP-TV, which by any means has introduced our people to television and its management. The province is currently hosting the Regional SABC. | 7 |
| I: Thank you. Can we go to the second question? | 8 |
| R1: Oh yes, certainly! | 9 |
| I: What social impact will the Regional Television Broadcasting services bring to the North West Province public? | 10 |
| R1: The public will be impressed because for once the television will cover stories that concern them. We have television stations but they cover other provinces' stories as compared to covering North West Province. | 11 |
| I: All right. What will be the economic impact of the R-TV services in the NWP? | 12 |
| R1: Advertising is the one thing that will boost the economy as provincial companies and businesses will use the station for internal and external advertisements. | 13 |
| I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast? | 14 |

ANNEXURE 11

R1: The move will help the SADC in several of choices. It is a fact that, Batswana from Botswana are buying here in Mafikeng on a daily basis. And that through Botswana some Zimbabweans and Zambians are also influenced by the Botswana buying powers to come and buy in Mafikeng and areas like Zeerust. 15

I: Will there be enough support from the Provincial government and other stakeholders to the idea? 16

R1: As the province share the border with Botswana, they can also use the television station to their benefit. Locals from Bostwana, Namibia, Zambia and Zimbabwean businesses will also support the station through advertising. 17

I: Will this move increase the rate of people from the province to pay the television licenses? 18

R1: Oh, Yes, People will pay their television licenses because this will give them hope of ownership. Their local issues, sports, daily issues will be televised. 19

I: How many languages should be covered by the R-TV services within the NWP? 20

R1: The dominant language will have to be Setswana followed by Afrikaans. 21

I: Do you have any other comment to make regarding the establishment of regional television in the NWP? 22

R1: Nothing, thanks. 23

I: Thank you so much for your time. 24

ANNEXURE 11

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 2

Interview between interviewer (I) and respondent on (R2): Bojanala District Municipality	25
I: Good morning Mam	26
R2: Morning to you Mr. Tshidzumba	27
I: Can we start with the first question?	28
R2: Certainly, let us start.	29
I: Thanks. The first question is: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	30
R2: Yes, you cannot say you will fail unless you try. The province used to have Mmabatho TV for instance, which closed down because of financial crisis - whereby 90% of the news coverage was mainly about the province.	31
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	32
R2: Yes. The programmes will have to be developed in line with the province. A research need to be conducted that will help as a guideline on what the audience wants.	33
I: What will be the economic impact of the R-TV services in the NWP?	34
R2: Stakeholders will help with finances. As mostly advertising will be provincially focused that will also attract money.	35
I: Will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	36
R2: Countries like Botswana share the same language and culture as a result even the needs might be the same. Botswana has sent their people to study in Mafikeng that will help them to be up to date about news around the Province.	37
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	38

ANNEXURE 11

R2: The government will fund the station, though it might make the station their mouthpiece – hoping that it will not be the case because we expect it to be broad minded. The charges on advertising might be lower compared to other stations. 39

I: Will this move increase the rate of people from the province to pay the television licenses? 40

R2: There will be a need for people to pay for television license, but the station will have to broadcast first for free in order to hear the view of listener-ship. 41

I: How many languages should be covered by the R-TV services within the NWP? 42

R2: English, Setswana and a little bit of IsiZulu mixed with IsiXhosa then Afrikaans. The reason being that, NWP has people speaking the above mentioned languages staying and some working within the province. 43

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 3

Interview between interviewer (I) and respondent on (R3): Dr Modiri Molema District Municipality 44

I: Good afternoon Sir 45

R3: Good afternoon to you Mr. Tshidzumba 46

I: Does the North West Province have the capacity to host the Regional Television Broadcasting services? 47

R3: The infrastructure and capacity is there because the province used to have BOPTV and Mmabatho TV. 48

I: What social impact will the Regional Television Broadcasting services bring to the North West Province public? 49

R3: The station will add number of programmes that are not covered by existing stations. The impact will be there because the then BOPTV and Mmabatho TV had an impact on the province. 50

ANNEXURE 11

- I: What will be the economic impact of the R-TV services in the NWP? 51
- R3: SMMEs programmes will give opportunity as a platform. The station will also broadcast the skills that lacks in the province. 52
- I: How will this move (the establishment of T-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast? 53
- R3: BTV used BOPTV when they kick-started their broadcasting, for the fact that they are still learning the station will be have benefit. 54
- I: Will there be enough support from the Provincial government and other stakeholders to the idea? 55
- R3: The government will have to fund the station reasons being that; the coverage on provincial matters is suffering. The government does not have any means of medium that they can use to communicate to the people of the province. 56
- I: Will this move increase the rate of people from the province to pay the television licenses? 57
- R3: The province has the infrastructure already but in the case of payment of license a research need to be conducted on how for example e.tv is surviving and maybe we can follow suit. 58
- I: How many languages should be covered by the R-TV services within the NWP? 59
- R3: Setswana and English followed by Afrikaans and a low percentage of IsiXhosa. The province gets to hold big events like opening of the legislature, budget speeches, Traditional Leaders Events, Local Activities, Mafikeng Expo that are supposed to be covered by the media. In the case of ownership a partnership of government and community can come handy but we have to make it a point that our media does not sell propaganda. 60

ANNEXURE 11

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 4

Interview between interviewer (I) and respondent on (R4): Premier's Office NWP	61
I: Good morning Sir	62
R3: Good morning to you Mr. Tshidzumba	63
I: Can we start with question one?	64
R4: Yes, certainly. Let us start with the interview.	65
I: Question number one says, does the North West Province have the capacity to host the Regional Television Broadcasting services?	66
R4: Yes. The province is not given the coverage that it deserves. Big events like MAFTOWN Award, Zindala Zombili were not covered by the media.	67
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	68
R4: Times have now changed where at least even in rural areas everyone own a television set but the issues that are covered in the stations that they can access does not concern them. The government will use the station to speak to the people.	69
I: What will be the economic impact of the R-TV services in the NWP?	70
R4: I think that, the station will show the country on what the people of the province is made of. That is, their cultures, values and morals.	71
I: How will this move (the establishment of T-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	72
R4: Botswana and Namibia are closer to us and they were already used to BOPTV and we have Setswana as a common language.	73
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	74

ANNEXURE 11

R4: Our politics has grown to a certain level now since the birth of the new democratic South Africa. Therefore, provincial government will also be interested in the provincial or regional television broadcasting services. The new TV station will also be catering for the provincial government activities like the IMBIZO's, and others. 75

I: Will this move increase the rate of people from the province to pay the television licenses? 76

R4: Yes. The station can push on people having to pay for their licenses because what they will be seeing will be relevant to their life and in the language that they understand. 77

I: How many languages should be covered by the R-TV services within the NWP? 78

R4: Setswana and English (bearing in mind that Setswana is the indigenous language of the province). Local business will afford to advertise on the station mainly because their projects will be showing on their station (once more because they used to advertise on BOPTV and Mmabatho TV). Opening of a local station will be a boost for the province. 79

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 5

Interview between interviewer (I) and respondent on (R5): Media Lecturer 1 (Academic) 80

I: Good afternoon Sir 81

R5: Good afternoon to you Mr. Tshidzumba 82

I: How are you today? 83

R5: Well, I cannot complain. 84

I: can we start with question number one? 85

R5: Yes, certainly, 86

I: Does the North West Province have the capacity to host the Regional Television Broadcasting services? 87

R5: Yes, it was broadcasting with BOP TV here in the NWP which was making changes in people's lives in those days. So, people around this province can host that.

88

ANNEXURE 11

I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?

89

R5: When people's revenue increases, that brings changes to their lives and the standard of living within the province will also change.

90

I: What will be the economic impact of the R-TV services in the NWP?

91

R5: The station is going to bring awareness to more companies and industries that are under Mafikeng Industrial Development Zone through advertising. As a result, more business means changes within the provincial economy. Yes, the economy of the province is going to change drastically.

92

I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?

93

R5: Botswana for example is already buying and doing most of their daily businesses from this province. If Botswana's economy is benefiting from this province, therefore, Zimbabwe, Namibia and Zambia also will benefit. BOPTV use to have signal throughout Botswana, so, even this provincial television might have that impact.

94

I: Will there be enough support from the Provincial government and other stakeholders to the idea?

95

R5: I do support the idea of partnerships because television is very expensive. To represent everyone within the province, yes, it should have the provincial government, business, community and maybe the university also should play a role.

96

I: Will this move increase the rate of people from the province to pay the television licenses?

97

R5: I do not think this will bring changes, unless the station is pay per view.

98

I: How many languages should be covered by the R-TV services within the NWP?

99

R5: Enough, after all there are eleven languages in our country. Let us have several choices of languages with Setswana dominating of course.

100

233

I: Thank you very sir,	101
R5: You are welcomed.	102
ANNEXURE 11	
INTERVIEW TRANSCRIPT: INTERVIEWEE No. 6	
Interview between interviewer (I) and respondent on (R6): Media Lecturer 2 (Academic)	103
I: Good morning madam	104
R6: Good morning to you sir	105
I: Did I come early?	106
R6: Oh, no, I was already waiting for you.	107
I: So, can we start right away with the first question?	108
R6: Yes, right away. Let us start.	109
I: First questions, does the North West Province have the capacity to host the Regional Television Broadcasting services?	110
R6: I think this type of research will help because it is difficult to determine that now. This province use to host a very good broadcaster the BOP TV. Well, at that time it was a homeland and it was doing well, now we having a democratic province of which one might say expectations are high. Some ex BOP TV staff are still around the province and others absorbed by the SABC; e.tv and M-NET. The province can still use their services and experiences.	111
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	112
R6: It becomes easy for communities or people seeing their projects on television. They become more encouraged. Regional television will of course change lives into something better. People will be more creative in their daily lives because they are aware that anytime something can be broadcasted on their local television.	113
I: What will be the economic impact of the R-TV services in the NWP?	114

ANNEXURE 11

- R6: More businesses small and big will be exposed to their customers through television. That increases the rate of economic growth. 115
- I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast? 116
- R6: Botswana already is benefiting from this province economically. Therefore, Zimbabwe, Namibia and Zambia will automatically benefit. Their businesses will be advertised on the regional television. 117
- I: Will there be enough support from the Provincial government and other stakeholders to the idea? 118
- R6: Of course, this television is going to help them spread their programmes like IMBIZOS and others. 119
- I: Will this move increase the rate of people from the province to pay the television licenses? 120
- R6: It is a fact people should pay television license. With this one people will be having ownership of the station. I think this will motivate them more on paying the TV license. 121
- I: How many languages should be covered by the R-TV services within the NWP? 122
- R6: Setswana should be the main one followed by English and IsiXhosa. 123
- I: Thank you so much for your time. 124
- R6: You are welcomed. 125

ANNEXURE 11

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 7

- Interview between interviewer (I) and respondent on (R7): Nehawu 126
- I: Good afternoon sir 127
- R7: Good afternoon to you sir 128
- I: Sir, can we start with the first question? 129
- R7: With pleasure 130
- 235

I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	131
R7: yes, this province can host a television station with no doubt in my mind.	132
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	133
R7: people's lives will change because what will be broadcasted in that time will be from their communities and they can relate to.	134
I: What will be the economic impact of the R-TV services in the NWP?	135
R7: Provincial businesses will be advertising on the station.	136
I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	137
R7: Batswana from Botswana buy from this province and travel through this province. Their businesses can advertise on provincial television station because it will be reaching their places through overflows.	138
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	139
R7: As politicians we would like to have something like this in our province so that we can expose our programmes to people easily.	140
 ANNEXURE 11	
I: Will this move increase the rate of people from the province to pay the television licenses?	141
R7: This should not be negotiated. People should always know that they television license should be paid.	142
I: How many languages should be covered by the R-TV services within the NWP?	143
R7: Setswana, English and IsiXhosa	144
I: Thank so much.	145
	236

R7: Thank you sir. 146

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 8

Interview between interviewer (I) and respondent on (R8): ANC 147

I: Good afternoon sir 148

R8: Good afternoon to you sir 149

I: Shall we start with the interview? 150

R8: Yes, with pleasure 151

I: Does the North West Province have the capacity to host the Regional Television Broadcasting services? 152

R8: This province is the best in producing skills for television even for radio broadcasting. This province has produced several personalities working for the SABC today. I am talking about big names here like Mr Tim Modise, Glen Lewis and others. Therefore, it is not easy to forget those times of BOP TV. With that one will not easily undermine this province as far as broadcasting is concerned. 153

I: What social impact will the Regional Television Broadcasting services bring to the North West Province public? 154

ANNEXURE 11

R8: I think will changes people's standard of living in that they will be relating their lives with what they saw in the local television. The other issue is the local content, it will very much relevant. 155

I: What will be the economic impact of the R-TV services in the NWP? 156

R8: Well, it is going to change for the good of the people in the province. Businesses will be advertising rather going to try in Johannesburg where the market is so saturated. 157

I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast? 158

R8: We have been helping and living with Batswana for a long time. Botswana receives signal of our Motsweding FM, they use to receive signal for BOP TV, so even this one might possible for them to receive the signal. I am positive SADC countries are going to benefit a lot. 159

I: Will there be enough support from the Provincial government and other stakeholders to the idea? 160

R8: Provincial have currently programmes or events running, they need exposure and we cannot go Johannesburg SABC. So, with our own television station, we can proudly talk to the people. Provincial government right away supports this move. 161

I: Will this move increase the rate of people from the province to pay the television licenses? 162

R8: Television station will be bringing services to the people, therefore each service is paid for. The same as this one, people should pay the license more so that they will own the station. 163

I: How many languages should be covered by the R-TV services within the NWP? 164

R8: Setswana, and English. All those who are not Setswana speaking people will view and listen to English programmes. 165

ANNEXURE 11

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 9

Interview between interviewer (I) and respondent on (R9): Youth Commission 166

I: Good morning sir 167

R9: Good morning also sir 168

I: Shall we start with the interview? 169

R9: Oh, I am ready 170

I: Does the North West Province have the capacity to host the Regional Television Broadcasting services? 171

R9: I think we use to have a lot of skills and capacity before the new democratic dispensation. Now, we need to train more because the old people have left to other provinces. 172

I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	173
R9: Provincial television station will not be a new thing to the people of the NWP. They are used to the former BOP TV. I think it will be a continuation of their lives change.	174
I: What will be the economic impact of the R-TV services in the NWP?	175
R9: this station can be one of the provincial economic empowerment. Small businesses through Mafikeng Industrial Development Zone (MIDZ) will at least have an opportunity to advertise locally.	176
I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	176
R9: There are already a lot of business exchanges with Botswana, Namibia and Zambia. Then, with regional television this relationship is going to grow bigger and bigger.	177
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	178
R9: This will be a provincial project; therefore the provincial government should give it a full support.	179

ANNEXURE 11

I: Will this move increase the rate of people from the province to pay the television licenses?	180
R9: Television license is a must because it is a service rendered. Hosting television is very expensive, therefore everyone must pay a license.	181
I: How many languages should be covered by the R-TV services within the NWP?	182
R9: Setswana of course followed by English.	183
I: Thank you	184
R9: Thank you sir, drive well.	185

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 10

Interview between interviewer (I) and respondent on (R10): Dr Kenneth Kaunda District Municipality.

186

I: Good morning sir

187

R10: Good morning also sir

188

I: Shall we start with the interview?

189

R10: Oh, Yes, we can start

190

I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?

191

R10: Oh, we did it during our former BOP TV, so we can do it again. Bring it our people are hungry for it.

192

I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?

193

R10: We use to teach the youth about our Setswana culture and values. This is also ground to our leaders to talk to their people. By changing your values, you retain good standard of living.

194

ANNEXURE 11

I: Will be the economic impact of the R-TV services in the NWP?

195

R10: The province a lot of business activities going on that people from other provinces do not notice because we do not have a television to expose them. With a television this will happen and we will have a healthy provincial economy.

196

I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?

197

R10: We are one big family with Batswana in Botswana for example. Therefore, what we having we also share with them. We know very well that this television will benefit them a lot.

198

I: Will there be enough support from the Provincial government and other stakeholders to the idea?

199

240

R10: Our politicians are working very hard to get this province to compete with other province like the neighbouring Gauteng. So, with their own television to be established they are going to support this right away. The provincial government will be so excited with this move. 200

I: Will this move increase the rate of people from the province to pay the television licenses? 201

R10: It is time that we all pay TV license, no excuses. 202

I: How many languages should be covered by the R-TV services within the NWP? 203

R10: Setswana and English 204

I: Thank sir 205

R10: Go well my son. 206

ANNEXURE 11

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 11

Interview between interviewer (I) and respondent on (R11): SASCO 207

I: Good afternoon Madam 208

R11: Good afternoon also sir 209

I: Can we start with the interview? 210

R11: Oh, yes let us shoot 211

I: Does the North West Province have the capacity to host the Regional Television Broadcasting services? 212

R11: This province has been running a TV station while being a homeland, it cannot fail now. This province can do it. 213

I: What social impact will the Regional Television Broadcasting services bring to the North West Province public? 214

R11: I hope lives of our people will change. There was life at the time BOP TV and it should be more than that now during the democratic country/province. We are better liberated now than the time of Bophuthatswana.	215
I: What will be the economic impact of the R-TV services in the NWP?	216
R11: I think there will be traffic of companies coming to advertise their businesses on TV station. That will bring more business to the province and our small businesses will also get exposure through television.	217
I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	218
R11: Oh, Botswana people buy from this province. The N4 tall-road passes through our province to Namibia and trucks are passing through this province from SADC every day. SADC is going to benefit a lot.	219
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	220
R11: Our provincial government is working very hard to reach each and every citizen out there with all government information. This is going to be the tool to reach out to those citizens of the province. It will be a dream come true to our provincial government.	221
I: Will this move increase the rate of people from the province to pay the television licenses?	222
R11: I think yes, because people will feel the ownership of the TV station. Then it will be easy for them to pay the license.	223
I: How many languages should be covered by the R-TV services within the NWP?	224
R11: Setswana, English and Afrikaans	225

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 12

Interview between interviewer (I) and respondent on (R12): Media Student 1: University Student	226
I: Good afternoon Madam	227
R11: Good afternoon also sir	228
	242

I: Can we start with the interview?	229
R11: Oh, yes I am ready	230
I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	231
R12: I am not sure now because our province as compared to Gauteng and others is not performing well. I am afraid we cannot host the TV station.	232
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	233
R12: This province is semi-rural; most of the area is covered by farms. Television cannot have much of impact on our communities.	234
I: What will be the economic impact of the R-TV services in the NWP?	235
R12: It will take time to change the people's minds, they are too rural.	236

ANNEXURE 11

I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	237
R12: It needs a good strategy to establish this TV station.	238
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	239
R12: The province might give it a support but if there is not enough skill or strategy for the TV station.	240
I: Will this move increase the rate of people from the province to pay the television licenses?	241
R12: A lot educational campaigns need to be conducted for TV license awareness.	242
I: How many languages should be covered by the R-TV services within the NWP?	243
R12: Setswana and English.	244

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 13

Interview between interviewer (I) and respondent on (R13): Media Student 2, University Student	245
I: Good afternoon Sir	246
R13: Good afternoon also Sir	247
I: Can we start with the first question?	248
R13: Yes sir	249
I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	250
R13: this province could have continued with what BOP TV did at that time. We could have been far.	251
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	252
ANNEXURE 11	
R13: Our people were already used to TV station with BOP TV. They will be seeing their daily projects and live on television.	253
I: What will be the economic impact of the R-TV services in the NWP?	254
R13: This will benefit our small businesses with exposure. They will be known to so many people.	255
I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	256
R13: Batswana from Botswana are living in this province. They are schooling, buying and driving through to other provinces using this province. This TV station will also benefit them also because BOP TV was also benefiting Batswana.	257
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	258
R13: The provincial government needs a good strategy that will be a success not fail like BOP TV.	244

	259
I: Will this move increase the rate of people from the province to pay the television licenses?	
	260
R13: A lot of campaign is needed for our people in the province. License is a must it needs to be paid because it is for services rendered.	261
I: How many languages should be covered by the R-TV services within the NWP?	262
R13: Setswana and English	263

ANNEXURE 11

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 14

Interview between interviewer (I) and respondent on (R14): SADTU	264
I: Good afternoon Madam	265
R14: Good afternoon also Sir	266
I: Can we start with the first question?	267
R14: Yes, with pleasure	268
I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	269
R14: Sir, this province can do that, we have the skill of hosting a television. And our example is BOP TV that we had before. I still have reservations that we not suppose to lose the BOP TV at that time. We could have protected it.	270
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	271
R14: Yes, people will start to see their life style on television. It will be easy to see themselves on their own television doing their daily styles.	272
I: What will be the economic impact of the R-TV services in the NWP?	273

R14: Local business will be exposed to the outside world. They will be advertising themselves on television.	274
I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	275
R14: This province is the gateway to the SADC countries like the nearest Botswana. Botswana's economy is growing through this province. Therefore, this will be increasing the level of growth in SADC countries.	276
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	277

ANNEXURE 11

R14: The provincial projects like IMBIZOS and our teachers' activities throughout the year will be broadcasted on television. This will be an advantage to the province.	278
I: Will this move increase the rate of people from the province to pay the television licenses?	279
R14: I think people will feel responsible of the television station. Television will be owned by the province then it will be easy for them to pay the license.	280
I: How many languages should be covered by the R-TV services within the NWP?	281
R14: Setswana, English and Afrikaans	282

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 15

Interview between interviewer (I) and respondent on (R15): Democratic Alliance (DA)	283
I: Good afternoon Sir	284
R15: Good afternoon also Sir	285
I: Can we start with the first question?	286
R15: Yes, with pleasure	287
I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	289
	246

R15: A new strategy is needed for the station in this province because we failed to protect BOP TV when we were asked as province through the SABC to make a proposal.	290
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	291
R15: People of this province were used to BOP TV during the former homeland of Bophuthatswana. This time on the new dispensation, people need to be taught about television and changes that it brings to communities and their lives.	292
I: What will be the economic impact of the R-TV services in the NWP?	293
R15: Yes, television will help on the awareness of businesses through advertising.	294

ANNEXURE 11

I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	295
R15: This will be a great move for the SADC countries since we are neighbouring Botswana, Namibia and others. Batswana people are benefiting from the growth of this province's economy. Therefore, television will also help them.	293
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	294
R15: The provincial government has to support this initiative. It is a good move to development. We need a good intervention of professionals and a good strategy.	295
I: Will this move increase the rate of people from the province to pay the television licenses?	296
R15: The vast area of this province is farms. People need to be taught and awareness is also needed about the good of paying license.	297
I: How many languages should be covered by the R-TV services within the NWP?	298
R15: English and Afrikaans	299

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 16

Interview between interviewer (I) and respondent on (R16): SABC – North West Province	300
I: Good morning madam	301
R16: Good morning Sir	302
I: Shall we start with the first question?	303
R16: Yes, with pleasure	304
I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	305
R16: It is possible if the provincial government is serious because broadcasting specially television is expensive. This province can do that in terms of skills only that investment will need to be improved.	306

ANNEXURE 11

I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	307
R16: There is still a need for people from the rural areas on the awareness of television and its influence. If really people do understand the impact of television, surely their social lives will change because they will be having television on their door step.	308
I: What will be the economic impact of the R-TV services in the NWP?	309
R16: Television advertising will improve the standards of local businesses big or small. That will also increase the economy of the province because more people will want their businesses to be seen on television.	310
I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	311
R16: Frequency overflow of this station might reach several areas of Botswana and that through Botswana other neighbouring countries will also get the information from the provincial television.	312
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	313
	248

R16: I think so, because if provincial government, businesses and other stakeholders can come together and give it a support this will move.	314
I: Will this move increase the rate of people from the province to pay the television licenses?	315
R16: people especially from rural areas are still not willing to pay television licenses. Their mind sets will need to be changed about licenses and its need. This can be done through educating them through rallies maybe or road shows.	316
I: How many languages should be covered by the R-TV services within the NWP?	317
R16: Setswana and English	318

ANNEXURE 11

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 17

Interview between interviewer (I) and respondent on (R17): Invest North West Province	319
I: Good morning Sir	320
R17: Good morning Sir	321
I: Shall we start with the first question?	322
R17: Yes, with pleasure	323
I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	324
R17: Our province has been and is still a star in as far as broadcasting is concerned. Look this province has produced so many stars that are currently working for the SABC radios and television, for e.tv and M-NET.	325
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	326
R17: Of course people's lives will change because they will be participating on the local television rather than waiting for SABC Gauteng to give them chance. We watch a lot of NWP people on the SABC even today. People who are doing so much for the SABC are people from this province.	327
I: What will be the economic impact of the R-TV services in the NWP?	328
	249

R17: Most of companies from Gauteng are now investing in the NWP. This will add as a big move to the province and its economy. 329

I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast? 330

I: Will there be enough support from the Provincial government and other stakeholders to the idea? 331

ANNEXURE 11

R17: Our provincial has been calling for initiatives and this can be one of them. They definitely are going to support the station. 332

I: Will this move increase the rate of people from the province to pay the television licenses? 333

R17: A lot of education needs to be done about what the license is for? Who is in charge and how it the money is used. Otherwise people should be more interested in paying for what is their/they own. 334

I: How many languages should be covered by the R-TV services within the NWP? 335

R17: Setswana and English 336

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 18

Interview between interviewer (I) and respondent on (R18): UCDP 337

I: Good morning Sir 338

R18: Good morning Sir 339

I: Shall we start with the first question? 340

R18: Yes, 341

I: Does the North West Province have the capacity to host the Regional Television Broadcasting services? 342

R18: We use to have BOP TV, how can we fail. It was the only place during the homeland with a television in the whole of South Africa. 343

I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	344
R18: Yes, local television will show what we have in our province and how we live.	345
I: What will be the economic impact of the R-TV services in the NWP?	346
R18: More businesses will be exposed to the outside world and that will increase the rate of growth on our provincial economy.	347

ANNEXURE 11

I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	348
R18: This is the first province for people from the SADC to reach. Therefore, they are going to benefit a lot from the station as they did with former BOP TV.	349
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	350
R18: This can be the best tool for the provincial government to take the government to people. Because all provincial government programmes that needs to be send to people will be broadcasted on the local television.	351
I: Will this move increase the rate of people from the province to pay the television licenses?	352
R18: People must pay license and stop getting services for free.	353
I: How many languages should be covered by the R-TV services within the NWP?	354
R18: Setswana, Sesotho and English	355

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 19

Interview between interviewer (I) and respondent on (R19): Mafikeng Industrial Development Zone (MIDZ)	356
I: Good morning Madam	357
R19: Good morning Sir	358
	251

I: Shall we start with the first question?	359
R19: Yes,	360
I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	361
ANNEXURE 11	
R19: This province is very vibrant and up growing in different spheres. So, television can be part of the growth. Past experiences on television are there within the province. Yes, it can host the regional television station.	362
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	363
R19: The movie 'Tsotsi' has changed the perception of so many people within the NWP. Therefore, with their own television so many things can change within the North West Province's communities.	364
I: What will be the economic impact of the R-TV services in the NWP?	365
R19: The advertising market will grow. Even our small businesses will be able to sell themselves. And that will of course change the status of the provincial economy.	366
I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	367
R19: This province is doing business with Botswana on a daily basis. Local television will be increasing that relationship. Already there are initiatives started between NWP business communities with the Botswana counterparts.	368
I: Will there be enough support from the Provincial government and other stakeholders to the idea?	369
R19: Our provincial government is willing to support any initiative that have meaning of growth and benefit to the people in the province, as far as I know presently. Our Premier is trying to even encouraging youth to start their own businesses with support from government.	370
I: Will this move increase the rate of people from the province to pay the television licenses?	371

R19: people need to be told that the regional television is theirs. So, they must pay for it to run efficiently.	372
I: How many languages should be covered by the R-TV services within the NWP?	373
R19: Setswana, English and Afrikaans	374

ANNEXURE 11

INTERVIEW TRANSCRIPT: INTERVIEWEE No. 20

Interview between interviewer (I) and respondent on (R20): North West Province Legislature	375
I: Good morning madam	376
R20: Good morning Sir	377
I: Shall we start with the first question?	378
R20: Yes,	379
I: Does the North West Province have the capacity to host the Regional Television Broadcasting services?	380
R20: This province has been a trendsetter. So, even this proposed television can be hosted by our province. It cannot be a difficult thing to do.	381
I: What social impact will the Regional Television Broadcasting services bring to the North West Province public?	382
R20: Yes, of course people will be getting something extra from what the current broadcasters are giving them. This will be their local productions, something about their lives. They will be watching their own neighbours' kids; actions; plays and other things.	383
I: What will be the economic impact of the R-TV services in the NWP?	384
R20: Yes, the economy will improve because more local businesses will be exposed through television broadcasting.	385
I: How will this move (the establishment of R-TV services) benefit the SADC region with North West Province hosting the Regional TV Broadcast?	386
	253

R20: Botswana is like our other province. People do business from and to Botswana on a daily basis. As a result, Botswana is also boosting neighbour like Zimbabwe and Namibia. So, this will benefit also. 387

ANNEXURE 11

I: Will there be enough support from the Provincial government and other stakeholders to the idea? 388

R20: we as part of the provincial government are going to give this station full support. 389

I: Will this move increase the rate of people from the province to pay the television licenses? 390

R20: Yes, because people will see that the station belongs to them. Ownership will help them understand that they need to pay the TV license so that it can survive. 391

I: How many languages should be covered by the R-TV services within the NWP? 392

R20: Setswana, IsiXhosa, English and Afrikaans 393

List of references

- Adam, H.V., Van Zyl Slabbert, F. & Moodley, K. 1999. *Comrades in Business: Post-Liberation Politics in South Africa*. Cape Town: Tafelberg.
- Addison, G. 1998. *Bop Broadcasting in the Context of Provincial Public Media*. Johannesburg: IBA Library.
- Afrikaanse Taal en Kultuurvereniging. 1999. *Representation to the IBA regarding the allocating of broadcasting licenses*. Johannesburg: IBA Library.
- Akeredolu-Ale, E.O. 2001. *Mass Media and Rural Development in Nigeria* Abadan **Nigeria**: Spectrum Books Ltd.
- Amira, C. 2000. *African Communication Development and the Future*. Nairobi: URTNA.
- Aldridge, M. 2004. Local sounds, local visions: the struggle for community television in South Africa. Paper presented at *Identities, Democracy, Culture and Communication in South Africa Conference*, University of Natal, Durban, 3-5 February.
- Alexander, N. 2000. *Language policy and national unity in South Africa/Azania*. Cape Town: Buchu Books.
- Alvin, S. 1999. *Social Change and Development*. California: Sage.
- Amsterdam School of Communications Research, the Commissariaat voor de Media and NOS, Amsterdam,
- Astroff, R.J. 2001. The politics and political economics of language *Media Development*, 34(1): 3,5.
- Babbie, E. 1992. *The Practice of Social Research*. California: Wadsworth Publishing Company.
- Babbie, E. & Mouton, J. 2001. *The practice of social research*. Cape Town: Oxford University Press.
- Bachrach, A.J. 2000. *Psychological research: an introduction*. 4th ed. New York: Random House.

Bakke, M. 2002. Culture at stake. (In McQuil, D. & Stune, K. (eds.) *New media politics. Comparative perspectives in Western Europe*. London: Sage.

Bardoel, J.O. 2002. Auditing Public Broadcasting Performance in the Netherlands. A Regulator's Perspective. Presentation during an expert meeting: *Auditing Public Broadcasting Performance*, organized by the Amsterdam School of Communications, June 14.

Barnett, C. 2002. *Language, media and the politics of representation in South Africa*. London UK, University of Reading: Whiteknights.

BBC. 2002. *BBC Governance in the Ofcom Age*.
Available:<http://www.bbc.co.uk.htm>

Bekker, S. 1999. South Africa's experiment with cultural pluralism. Paper presented at *National Identity and Democracy Conference*, University of the Western Cape, March 14-18.

Bennet, T., Turner, G. & Volkerling, M. 2001. Introduction: Post-Colonial Formations. *Culture and Policy* 6(1).

Bogdan, R.C. & Biklen, S.K. 1982. *Qualitative Research for education: An introduction to theory and methods*. Boston: Allyn and Bacon, Inc.

Boland, P.A. 1992. Qualitative Research in Student Affairs. ERIC Digest. (www.readersdigest.co.uk) Dec 1992.

Blomstrom, M. & Hettne, B. 2004. *Development Theory in Transition*. London: Zed Books Ltd.

Blumler, J.G. 2000. *Public Service Broadcasting before the Commercial Deluge*.

Blumler, J.G. (ed.) *Television and the Public Interest. Vulnerable Values in West European Broadcasting*. London: Sage Publications, p. 7-21.

Blumler, J.G., Hoffman-Riem, W. 2002. Towards Renewed Public Accountability in Broadcasting. (In Blumler, J G. (ed.) *Television and the Public Interest. Vulnerable Values in West European Broadcasting*. London: Sage Publications, p. 218-228.

- Born, G. 2002. Accountability and Audit at the BBC. Presentation prepared for presentation at an expert meeting *Auditing Public Broadcasting Performance*, organized by the Amsterdam School of Communications, June 14.
- Born, G. & Prosser, T. 2001. Culture and Consumerism: Citizenship. Public Service Broadcasting and the BBC's Fair Trading Obligations. *The Modern Law Review*, 64(5): 657-687.
- Bourgault, L. 2000. *Mass Media in sub-Saharan Africa*. Bloomington: Indiana University Press.
- Burkey, S. 2000. *People first: A guide to self-reliant, participatory rural development*. London: Zed.
- Brants, K. 2000. The Media in Question: Popular Cultures and Public Interests. London: Sage, p. 18-26.
- Brown, D. 2001. A tower of Babel: the language debates. *Indicator SA*, 9(1):, 23-26.
- Brown, D. 2001. Language and Social History in South Africa: A Task Still to be Undertaken. (In Herbert, R.K. (ed.), *Language and Society in Africa*. Johannesburg SA: Witwatersrand University Press. p. 71-92).
- Bryman, A. & Cramer, D. 1992. *Quantitative data analysis for social scientists*. New York: Routledge.
- Calitz, J.M. 1998. *Population of South Africa: Updated Estimates, Scenarios and Projections 1990-2020*. Johannesburg SA: Development Bank of South Africa.
- Casmir, F., 2003. Culture, communication and development. (In Casmir, F. (ed.), *Communication in development*. New Jersey: Ablex Publishing Corporation)
- Choshane, F. 2003. *Language Context on CCV: Attitudes of Urban Black Viewers*. Johannesburg SA: SABC Broadcasting Research Unit.
- Collins, R. 2000. *Culture Communication and National Identity*. Toronto: University of Toronto Press.
- Collins, R. 2003. Trading in Culture: The Role of Language. *Canadian Journal of Communication*, 19(3/4): 377-401.

- Committee for the Representation of Marginalized Languages on National Media. 1994. Oral Submission to the IBA. Johannesburg SA: IBA Library.
- Committee for the Representation of Marginalized Languages on National Media. 1995. Submission to the IBA. Johannesburg SA: IBA Library.
- Coppiers, S. 2002. The Financing of Public Service Broadcasting. Paper presented during the 94th Ordinary Session of the EBU Legal Committee.
- Council. 1999. Resolution of the Council and of the Representatives of the Governments of the Member States, meeting within the Council of 25 January 1999 concerning public service broadcasting. Official Journal of the European Communities. C 030, 05/02, 1.
- Crabtree, B.F. & Miller, W.L. 1992. Doing qualitative research. London: Sage Publications .
- Cresswell, J.W. 1994. Research design. Qualitative and quantitative approaches. London: Sage Publications.
- Creswell, J.W. 2007. Qualitative Inquiry & research Design (Choosing Among Five Approaches). London: Sage Publications.
- Currie, W. & Markovitz, M. 2003. The People Shall Broadcast: The Struggle for a Post-apartheid National Television Culture in South Africa. (In Downumt, T. (ed.), Channels of Resistance: Global Television and Local Empowerment. London UK: British Film Institute. p. 90-105.).
- Curry, A. & Matt, B. 2001 & 2002. The Changing Metrics of Broadcast Media. The SIS briefings, No. 45. Geneva: European Broadcasting Union.
- DCMS. 2000. Review of the BBC's Financial Projections. Management Summary of the Review by Pannell Kerr Forster for the Department for Culture, Media and Sport. [Online] Available from: [http:// culture.gov.uk](http://culture.gov.uk). [Online]
- DG, IV. 2001. Application of Articles 90, paragraph 2, 92 and 93 of the EC Treaty in the broadcasting sector. Discussion Paper. Brussels.
- De Kadt, E. 2000. Language and Apartheid: The Power of Minorities. *Alternation*, 3: 184-194.

- De Kadt, E. 2002. Language, Power and Emancipation: A South African Perspective. *Theoria*, 78: 1-15.
- Danmarks Radio. 1998. TV-frekvensundersogelse 2-8. November 1987 (Audience Research Report, DR 87), Copenhagen: Danmarks Radio.
- Denscombe, M. 1998. *The good research guide for small scale research projects*. Philadelphia: Open University Press.
- De Vos, A.S. 2001. *Research at Grassroots*. Pretoria: Van Schaik.
- Desai, Z. 2002. The Evolution of a Post-apartheid Language Policy in South Africa: An Ongoing site of struggle. *European Journal of Intercultural Studies*, 5(3): 18-25.
- Dixon, B.J. 1989. *Survey Methods. Survey Methods & Practice*. Pretoria: HSRC.
- Dlamini, J. 2004. IBA criticized for handling of SABC Language Policy. *Business D*: June 11.
- Donald, J. 2002. *Sentimental Education*. London UK: Verso.
- Dooley, D. 1984. *Social Research Methods*. New Jersey: Prentice-Hall, Inc.
- Drag, M. 2001. **Grassroots communication and development**. (In Drag, M. (ed.), *Media, culture and development*. Oslo: Strandberg and Nilsen Grafisk)
- Dragland, T., Mathisen, K.O. & Sinkerud, K. 2000. *The Telematic Sandbox – A field trial with cable television at Jevnaker, Kjeller*. Norwegian Telecommunication Administration Research Establishment.
- Draft Law on Croatian Radio and Television (HRT), Zagreb, 11 May 2000. [Online] Available from: <http://www.hrt.hr/hrt/zakon/prijedlog-vlada-eng.html>. [Online]
- Ehrenberg, A.S.C. 2000. *The Funding of BBC Television*. London Business School: London.
- Ellis, M. 2002. *Measures of PSB Accountability: A Feasibility Study. A Proposal to WR-TVC*. Leamington Spa: The Knowledge Agency.
- Emmett, M. & Martin, K. 2003. *National Colloquium for Stakeholders in the Future of Public Broadcasting in South Africa, Mount Grace, Magaliesberg, 23-25 January: Presentations and Summaries*. Johannesburg SA: IBA Library.

- Engelman, R., 2000. Public Radio and TV in USA (A political history). London. Sage Publications.
- Faintein, S.S. (ed.) 2003. Readings in Urban Theory. London: Blackwell Publishers.
- Fardon, R. & Furniss, G. 2001. African Languages, Development and the State. London UK: Routledge.
- Ferrell Lowe, G. & Hujanen, T. (eds.) 2003. Broadcasting and Convergence: New Articulations of the Public Service Remit. Sweden: NORDICOM.
- Frank, R. & Greenber, M. 2003. Audiences for Public Television. London. Sage Publications.
- Free-to-Air (Pty) Ltd., 2001. Private Television Discussion Paper. Johannesburg SA: IBA Library.
- Freedman, H. 1998. Community Television like a Wallflower at the ball. Johannesburg Star, March 14.
- Futsaeter, K.A. 1998. Leserundersokese indre Ostlandet, Oslo. Department of Media and Communication, University of Oslo.
- Gazankulu Television Services Committee. 2000. A Presentation on a Tsonga TV Channel Request. Johannesburg SA: IBA Library.
- Gevisser, M. 2001. The Gang of Thirteen and the Boss at the IBA Hearings. Weekly Mail and Guardian, October 4.
- Ghosh, B.N. 2001. Dependency Theory Revisited. Sydney: Ashgate.
- Goddard, W. & Melville, S. 2001. Research Methodology: An Introduction. 2nd ed. Cape Town: Juta.
- Golding-Duffy, J. 2003. BopBC won't let go the reins. Weekly Mail and Guardian,
- Goldman, D. 1998. South Africa: A new TV model for emerging markets? InterMedia Special Report. London UK: International Institute of Communications.
- Graham, A. 2000. The Future of Communications. Public Service Broadcasting. A Discussion Document. Balliol College, Oxford. [Online] Available from: <http://www.culture.gov.uk>. [Online]

- Graham, A., Graham, M. & Corfield, I. 2001. *Public Purpose in Broadcasting*. London. UK: Luton University Press.
- Greybe, D. 1997. Western Cape economy 'can support a TV station. *Business Day*, April 4.
- Gronholt, L. & Hansen, S, 2001. *Reklame I naerradio of local-TV (Advertising in Community Radio and local TV)*. Copenhagen: Copenhagen Business School.
- Group of Thirteen. 2002. *The Joint Submission to the IBA's Inquiry into the Protection and Viability of Public Broadcasting Services in a Democratic South Africa*. Johannesburg SA: IBA Library.
- Gullestad, M. 1999. 'Symbolic Fence's in urban Norwegian neighbourhoods. *Ethnos*, 51, 1-2: 52-70.
- Guthrie, F. 2002. *Assessing the Public Broadcasting Needs of Minority and Diverse Audiences*. Cambridge UK: Polity Press.
- Queenstown, Maryland. Report of a conference of the Aspen Institute's Communications and Society Programme – April 29.
- Hall, B. 2001. *Mass Communication and Education*. (In Lalage, B. & Okedara, J.T. (eds.), *An Introduction to the Study of Adult Education*. Ibadan: University Press Ltd.)
- Hall, S. 2003. *The question of cultural identity*. (In Hall, S., Held, D. & McGrew, S. (eds.), *Modernity and its Futures*. Cambridge UK: Polity Press. p. 273-326.)
- Hammersley, M. & Atkinson, P. 1995. *Ethnography: Principles in practice*. London: Routledge.
- Harrison, J. & Woods, L.M. 2001. *Defining European Public Service Broadcasting*. *European Journal of Communication*, 16(4): 477-504.
- Heugh, K. 2000. *Plugging into SABC language tangle*. *Democracy in Action*, 8(6): 10-11.
- Hjort, A. & Prehn, O. 2000. *Syi Dage Med Lokal-TV*. Copenhagen: AEM-Invest.
- Instituttet for opinionsanalyse. 1988. *Undersogelse af 7 lokale tv-stationer*. Copenhagen: Instituttet for opinionsanalyse.

- Hofmeyer, I. 2003. Building a nation from words: Afrikaans language, literature and ethnic identity, 1902-1924. (In Marks, S. & Trapido, S. (eds.), *The Politics of Race, Class, and Nationalism in Twentieth-Century South Africa*. London UK: Longman. p. 95-123.)
- Homans, G.C., 1999. *The human group*. New York: Harcourt, Brace & World.
- Horwitz, R.B. 2002. *The South African Broadcast Sector Reform Process*. Unpublished manuscript.
- Horwitz, R.B. 2004. Telecommunications Policy in the New South Africa: Participatory Politics and Sectoral Reform. *Media, Culture and Society*, 19: 503-534.
- Hulten, O. 2002. Auditing Public Broadcasting Performance, the case of SVT. Presentation during an expert meeting Auditing Public Broadcasting Performance, organized by the Amsterdam School of Communications, June 14.
- Huysamen, G.K. 2003. *Methodology for the social and behavioural sciences*. Halfway House: Southern.
- Howell, D.C. 1989. *Fundamental statistics for the behavioural sciences*. Boston: PWS-Kent Publishing Company.
- Hunponu-Wusu, O.O. 2000. Communicating Family Planning to Rural Communities in Nigeria: Some Suggestions. *Unilag Communication Review*, April-December: 39-42.
- Hunter, C., 1999a. SABC criticized for 'excessive' English airtime. *Star* Johannesburg, May 14.
- Hunter, C. 1999b. Group demands more Afrikaans, less English on SABC. *Star* Johannesburg, May 14.
- Hwengwere, M.M. 2004. *Public Service Broadcasting and Language: An Analysis of Policy Options for South Africa*. KwaZuluNatal: University of Natal, Durban. (MA Dissertation)
- Hyndeyin, T.A. 2002. Using the Television for Rural Development. (In Akeredolu-Ale, E.O. (ed.), *Mass Media and Rural Development in Nigeria*. Ibadan: Spectrum Books Ltd.)

Independent Broadcasting Authority. 2001a. Towards a Language Policy (IBA Draft Paper, Policy Development Department). Johannesburg SA: IBA Library.

Independent Broadcasting Authority. 2001b. Triple Inquiry Report on the Protection and Viability of Public Broadcasting Services, Cross-Media Control of Broadcasting Services, and Local Television Content and South African Music. Johannesburg SA: IBA.

Independent Broadcasting Authority. 2002a. Private Sound Broadcasting Services: Discussion Paper. Johannesburg SA: IBA.

Independent Broadcasting Authority. (2002b. Private Television Discussion Paper. Johannesburg SA: IBA Library.

Independent Broadcasting Authority. 2002a. Industry Review – Community Radio (1995-1996). Johannesburg SA: IBA.

Independent Broadcasting Authority 2002b. Reasons for the Decisions of the IBA in respect of applications to provide a Private Sound Broadcasting service in Gauteng on 1332 Khz. Johannesburg SA: IBA.

Independent Producers Organisation of South Africa. 2000. Presentation on IBA's Private Television Discussion Paper. Johannesburg SA: IBA Library.

Independent Television Commission. 2002. Memorandum to the Joint Scrutiny Committee on the Communications Bill. [Online] Available from: <http://itc.org.uk> [Online]

Jakubowicz, K. 2000. We know it when we see it? Public service broadcasting: Definitions descriptions and policy dilemmas. Paper presented during a meeting of Team 2 Changing Media, Changing Europe Programme of the European Science Foundation. Madrid, December 8-9. [Online] Available from: <http://www.lboro.ac.uk/research/changing.media/K.J.-Paper.html>. [Online]

Jakubowicz, K. 2002. Bringing PSB to Account. Presentation during an expert meeting Auditing Public Broadcasting Performance, organized by the Amsterdam School of Communications, June 14.

Jauert, P. & Prehn, O. 2000. Danish Media Landscape. The Netherlands: European Journalism Centre.

- Jennet, P. 1994. How to do research on dissemination. London: Sage Publications.
- Junior Rapportryer Beweging. 1999. Submission to the IBA on the Private Television Discussion Paper. Johannesburg SA: IBA Library.
- Jowell, T. 2002. Speech by the Secretary of State for Culture, Media and Sport, at the Westminster Media Forum, Church House, London. [Online] Available from: <http://www.culture.gov.uk>. [Online]
- Kaitatzi-Whitlock, S. 1999. Pluralism and Media Concentration in Europe. *Media Policy as Industrial Policy*. *European Journal of Communication*, 11(4): 453-483.
- Kasongo, E. 2001. From development by effects to development by contexts via communication. *Development in Practice*, Vol. 8, 1: Oxfam.
- Kohn, H. 2000. *The idea of nationalism*. New York: The Macmillan Company.
- Kumar, K. 2002. Communication approaches to participation and development: Challenging the assumptions and perspectives. (In White, S., Nair, A. & Ashcroft, J. (eds.), *Participatory communication*. London: Sage.
- Klandermans, B. Roefs, M. & Olivier, J. 2000. Political protests and political transition in South Africa 1994-1995. *African Studies*, 56(1): 129-147.
- Klapper, T.J. 2001. *The Effects of Mass Communication*. Illinois: Press Glencoe.
- Lasode, O. 2002. *Television Broadcasting: Nigerian Experience*. Nigeria. Caltop Publications Ltd.
- Kidd, M. & Taylor, P. 2002. *Television in the nations and regions*. A report for the ITC. October.
- Rushton, D. 2000. *Citizen Television: A Local dimension to Public Broadcasting*. London: John Libby.
- Kleinsteuber, J. & Thomas, B. 2000. *The German Media Landscape*. The Netherlands: European Journalism.
- Laitin, D. 1998. *Language repertoires and state construction in South Africa*. Cambridge UK: Cambridge University Press.

Language Plan Task Group. 1999. Towards a National Language Plan for South Africa. Pretoria SA: Ministry of Arts, Culture, Science and Technology.

Law on Croatian Radio and Television. 26 February 2001. Number: 01-081-01-595/2. [Online] Available from: http://www.hrt.hr/hrt/zakon010302_eng.html. [September 2001]

Le Compte, M.D., Millroy, W.L. & Preissle, J. 1992. Toward ethnology of student life in school and classrooms synthesizing the qualitative research tradition. New York: Harcourt Brace and Company.

Leeds, P. 1999. Practical research. USA, London: Macmillan, John Libbey.

Lewis, P.M. and Booth, J. 1999. The invisible medium. Public, Commercial and community radio. London: Macmillan.

Loensmann, L. 1999. Radiosituationen I Vesteurapa land for land, mimeo, Copenhagen .

Loensmann, L. 1999. Community radio and cultural identity – the development of Independent radio in Europe. 1997. Paper delivered at the International Communication Association, Dublin.

Lindlof, T. R. 1998. Qualitative communication research methods. London: Sage.

Leedy, P.D. 1993. Practical Research: Planning and design. New York: MacMillan Publishing Co.

Legal Department. 1998. The Public Service Broadcasting Remit: Today and Tomorrow. Geneva: EBU. [Online] Available from: <http://www.ebu.ch>. [Online?]

Lofland, J. and Lofland, L. H. 1984. Analyzing social settings: A guide to qualitative observation and analysis. 2nd ed. Belmont, California: Wadsworth Publishing Company.

Louw P.E. 1999. Language and national unity in a post-apartheid South Africa Critical Arts, 6(1): 52-60.

Louw, P.E. (ed.) 1998. South African Media Policy: Debates of the 1990s. Johannesburg SA: Anthropos.

- Lumadi, W.M. 2000. Grade 1 Teachers' Involvement in school based curriculum development in the Northern Province. Pretoria: Unisa. (Unpublished D. Ed. Thesis)
- Lundby, K. 1998. Forventninger til kabel-tv i ELverum. Report, Oslo: Department of Sociology, University of Oslo.
- Lundby, K. 1998. Naie.tv eller satelitt-sendinger? Ett års erfaringer kartlagt. *Forskningsnytt*, 28,7:3,7.
- Lundby, K. 1999. Lokalfjernsyn i 'den telematiske sandkasse'. Report, Oslo: Institute for Mass Communication Research, University of Oslo.
- Lundby, K. 1999a. Kulturell bakgrunn for mediebruk i lokalsamfunnet. *Pressens drbøg*, Copenhagen: Institute for Journalism.
- Lundby, K. 1999b. Cultural identity as basis for community television. *Nordicom Review of Nordic Mass Communication Research*, 2: 24-30.
- Mabogunje, A.L. 2001. *The Development Process: A Spatial Perspective*. London: Hutchinson & Sons Ltd.
- MacBride, S. 2001. *Many voices, one world*. Report by the International Commission for the Study of Communication Problems. Paris, UNESCO.
- Makoni, S.B. 2001. Deconstructing the discourses about language in language planning in South Africa. *South African Journal of African Languages*, 15(2): 84-88.
- Mayer, M. 2000. *The Intelligent Man's Guide to Broadcast Ratings*. USA: Advertising Research Foundation.
- Mark, R. 2003. *Research made simple: A handbook for social workers*. London: Sage.
- Mboya, T. 2000. African Socialism. (In Friedland, W. & Roseberg, C. (eds.), *African socialism*. Stanford: Stanford University Press.
- McCain, T. & Lowe G.T. 2000. Localism in Western European Radio Broadcasting: Untangling the wireless. *Journal of Communication* 40,1: 86-101.
- McDonnell, J. 2001. *Public Service Broadcasting: A reader*. London: Routledge.
- McQuail, D. 2003. *Mass Communication Theory*. 3rd ed. London: Sage.

- McKinsey & Company. 1999. Public Service Broadcasters Around the World: A McKinsey Report for the BBC. [Online] Available from: <http://www.bbc.co.uk/info/bbc/pdf/McKinsey.pdf>, 2001.[Online?]
- McQuail, D. 2000. Mass Communication Theory. 4th edition, London, Sage.
- McQuail, D. 2000. Accountability of Media to Society. European Journal of Communication, 12(4): 511-530.
- McQuail, D. 2000. McQuail's Mass Communication Theory. London: Sage Publications.
- McQuail, D. & Siune K. (eds) 2002. New media politics. Comparative perspectives In Westert Europe. London: Sage.
- McQuail, D. & Windahl S. 2001. Communication models for the study of mass communication London: Longman.
- Maphai, V. 2003. A Season for Power-Sharing. Journal of Democracy, 7(1): 67-81.
- Martinis, D. 1998. Democracy and the Media in Voices and Visions: Audio-Visual Media in the New South Africa (p. 10-16). Johannesburg SA: Open Window Network.
- Media with a Purpose. Serving the Public in the Digital Era (2002). Part 3: The Mission and Financing of Public Service Broadcasting in the Digital Environment (Draft). Geneva: Digital Strategy Group EBU.
- Melkote, S. 2001. Communication development in the third world. London: Sage
- Mendel, T. 2000. Public Service Broadcasting Organisations. London: ARTICLE 19.
- Mendel, T. 2000. Public Service Broadcasting. A comparative Legal Survey.Kuala Lumpur: UNESCO.
- Merton, R.K. 2000. Social theory and social structure. New York: Free Press.
- Merrill, L.R. 1999. WKAR-TV Research Report. Michgan. Michigan States University. East Lansing.

Mersham, G. 1998. Television: A fascinating window on an unfolding world. (In De Beer, A.S. (ed.), Mass media towards the millennium. Pretoria: Van Schaik.

Michalis, M. 1999. European Union Broadcasting and Telecoms: Towards a Convergent Regulatory Regime? *European Journal of Communication*, Vol. 1.

Miles, M.B. & Huberman, A.M. 1994. *Qualitative Data Analysis*. Thousands Oaks: Sage Publications.

Miner, H. (ed.) 2002. *The City in Modern Africa*. London. Pall Mall Press.

Ministry of Culture. 2001a. Naerradio og local-TV (Community Radio and Local TV: Final report). Copenhagen: Direktoratet for Statens Indkøb.

Ministry of Culture. 2001b. Status over lokalradioordningen pr. December 1986 (State of Community Radio Administration as of December 1st 1986). Copenhagen: Ministry of Culture.

Ministry of Culture. 2001. Naerradio og local-TV i fremtiden (Community Radio and Local TV; Future Prospects). Copenhagen: Direktoratet for Statens indkøb.

Miquel de Moragas Spa, Garitaonandia, C. & Lopez, B. 2001. *Television on your doorstep: Decentralization experiences in the European Union*. London: University of Luton Press.

MISA, 1999. *South African media directory – Year 2000*. Windhoek: MISA.

M-net (Pty) Ltd. 2002. Representations concerning private television broadcasting licenses and proposed regulations. Johannesburg SA: IBA Library.

Moemeka, A.A. 2003. *Local Radio Community Education for Development*. Zaria: Ahmadu Bello University Press Ltd.

Moemeka, A.A. 1999. *History of Rural Education in African Countries*. Ibadan: Davidson Press Nigeria Ltd.

Molebeledi, P. 1998. SABC to take over Bophuthatswana broadcaster next month. *Business Day*, February 11.

Mogekwu, M. 1999. Messages, Media and Mobilization: The Imperative of Ruralization. *Nigerian Journal of Mass Communication*, Vol., 1: 46-52.

Monroe, E., Price & Raboy, M. 2003. Public Broadcasting in Transition. London. Kluwer Law International.

Mosbacher, R.A. & Sikes, A.C. 2002. Public Broadcasting Coverage in USA. USA: US Department of Commerce.

Moring, T. 2000. Finska medier 2000. Publik och reklam I centrum. Plokitsk reklam på väg', in Pressens Arbog, Odense: Presehistorik Selskab.

Moyo, M. 1999. Development Through Radio: The Zimbabwe Experience in Communication Processes. Alternative Channels and Strategies for Development Support. Selected papers for seminar held in Nairobi, Kenya, Nov. 14-16.

Mouton, J. & Marais, H.C. 1990. Basic Concepts in the methodology of the social sciences. Pretoria: HRSC.

Mouton, J. 2001. How to succeed in your master's and doctoral studies: A South African guide and resource book. Pretoria: Van Schaik.

Mpofu, A., Manhando, S. & Tomaselli, K. 2003. Public Service Broadcasting: policy directions towards 2000. Johannesburg SA: Anthropos.

Mundy, C. 2000 & 2001. Measuring effectiveness in delivering a public service. The SIS Briefings, EBU, December, January, p. 16-19.

Murdock, G. & Golding, P. 1999. Common Markets. Corporate Ambitions and Communication Trends in the UK and Europe. Journal of Media Economics, 12(2): 117-132.

Naughton, T. 2000. Community radio: voice for the voiceless. Agenda, 31: 12-18.

Ndebele, N.S., 2001. The English language and social change in South Africa (In South African Literature and Culture: rediscovery of the ordinary Manchester UK: Manchester University Press. p. 98-116).

Negt, O., 2001. Soziologisch Phantasie und exemplarisches Lernen. Zur theorie und Praxis der Arbeiterbildung. Frankfurt am Main: Europäische Verlagsanstalt.

NERA, 2000. Public Service Television: Accountability and Finance. London: National Economic Research Associates, Economic Consultants.

- Nkrumah, K. 2000. Some aspects of socialism in Africa. (In Rosberg, C. & Friedland, W. (eds.), African Socialism. Stanford: Stanford University Press.p)
- Nyerere, J. 2003. Man and development. Dar es Salaam: Oxford University Press.
- Raboy, M. 2003. Public Service Broadcasting in the context of globalization. (In Raboy, M. (ed.), Public broadcasting for 21st century, Academic research monograph)
- Nixon, R. 2003. The devil in the black box: the idea of America and the outlawing of TV. (In Homelands, Harlem and Hollywood: South African Culture and the World Beyond. London UK: Routledge. p. 43-76.)
- Norval, A. 2000. Deconstructing Apartheid Discourse. London UK: Verso.
- Nwosu, I 2002. Writing for Rural Development in Ikechukwu Nwosu. A Guide to Christian Writing in Africa Enugu Christian Communication International.
- Nwuneli, O. 1999. Mass Communication in Nigeria: A Book of Reading. Enugu: Fourth Dimension Publishers.
- Oehler, T. 2003. Lokale Radio-Networks IN Frankreich. Media perspektiven, 6: 358-365.
- OLON. 2000. Local radio and television in the Netherlands and the OLON.Brochure., Nijmegen: OLON.
- O'Meara, D. 2003. Volkscapitalisme: class, capital and ideology in the development of Afrikaner nationalism, 1934-1948. Cambridge UK: Cambridge University Press.
- Olu Ladele, Olufemi, V. & Olu Lasekan. 2003. History of Nigerian Broadcasting Corporation. Nigeria. Ibadan University Press.
- Onabajo, O. 2000. The Impact of Radio and Television Rural Development Programmes on the People of Badagry Local Government Area of Lagos State.. Nigeria: University of Lagos. (Unpublished PhD dissertation.)
- Onabajo, O. 2001. Follow-up on Experimental on Ability to Retain Previous Rural Development Messages. Badagry Ruralites after two years interval.
- Onabajo, O. 2002. Elements of Rural Broadcasting. Lagos: BABI Concept Limited.

- Orkin, M. 2000. The SABC as a Public Service Broadcaster in the RDP. Johannesburg SA: IBA Library.
- Orlik, P.B. 2004. South African Broadcasting Corporation: an instrument of Afrikaner political power. *Journal of Southern African Affairs*, 3: 55-64.
- Open Window Network. 1999. Submission to the Independent Broadcasting Authority on the Private Television Discussion Document. Johannesburg SA: IBA Library.
- Patton, M.Q. 1992. How to use qualitative methods in evaluation. London:
- Parliamentary Assembly of the Council of Europe 2000. Report on the situation of local radio in Europe, Strasbourg: Council of Europe.
- Parliamentary Assembly of the Council of Europe. 2002a. Provisional report on parliamentary responsibility for the democratic reform of broadcasting, Strasbourg: Council of Europe
- Parliamentary Assembly of the Council of Europe. 2002b. Resolution 957 on the situation of local radio in Europe, Strasbourg: Council of Europe.
- Partridge, S. 2000. Not the BBC/IBA. The case for community radio. London: Comedia.
- Prehn, O. 2003. Kommer de gode gamle dage igen? *NordREFO*, 2: 90-128.
- Prehn, O. 2000. Community radio or just local airwaves. The development of community radio in Denmark. Paper presented at the International Communication Association, Dublin.
- Prehn, O. (forthcoming) Broadcasting for employment. Manchester: European Institute for the Media.
- Pürer, H. 2000. Österreichs Mediensystem im Wandel. Ein aktueller Lagebericht. *Media Perspektiven*, 11: 673-682.
- Picard, R. 2002a. Economic Performance Criteria for Public Service Broadcasting. Presentation at an expert meeting on Auditing Public Broadcasting Performance,
- Picard, R. 2002b. Research Note: Assessing Audience Performance of Public Service Broadcasters. *European Journal of Communication*, 17(2): 227-235.

- Picard, R. 2001. Expansion and limits in EU Television market: Finland: Audience Advertising and Competition Limits.
- Pitkin, H. 2002. The Concept of Representation. Berkeley CA: University of California Press.
- Powers, G.T., Meenaghan, T.M. & Toomey, B.G. 2000. Practise-focussed research: integrating human service practice and research. New Jersey: Prentice Hall.
- Prehn, O. 2000. Community radio or just local air waves. The development of community radio in Denmark. Paper presented at the International Communication Association, Dublin.
- Press Suttles, G.D., 2000. The social construction of communities. Chicago: University of Chicago Press.
- Price, M.E. & Verhulst & Stefaan, 2001. Public Service Broadcasting: A Comparative and Analytic Approach. Adapted from a paper presented at the conference Rethinking Public Media in a Transitional Era, New York University.
- Primedia Broadcasting (Pty.) Ltd. 1999. Submission on Private Sound Broadcasting Services. Johannesburg SA: IBA Library.
- Prosser, T., Goldberg, D. & Verhulst, S. 1998. EC Media Law and Policy. London: Addison Wesley Longman.
- Przeworski, A. 2002. The Neoliberal Fallacy. *Journal of Democracy*, 3(3): 45-59.
- Reagan, T.G. 1999. Ideology and language policy: the case of Afrikaans. (In Du Plessis, H. and Du Plessis, T. (eds.), *Afrikaans en taalpolitie*. Pretoria: HAUM. p.133-139.)
- Reconstruction and Development Programme Council. 1999. Protection and Viability of the Public Broadcaster. Johannesburg SA: IBA Library.
- Republic of South Africa. 2002a. Independent Broadcasting Authority Act, Act No. 153.
- Republic of South Africa. 2002b. Constitution of South Africa, Act No. 200.

- Republic of South Africa. 2000. Pan South African Language Board: Policy Discussion Paper. Pretoria SA.
- Republic of South Africa. 2004a. Constitution of South Africa, Act No. 108.
- Republic of South Africa. 2001b. Report of the Portfolio Committee on Communications, 8 February – Government Gazette, 27 March: 237-246.
- Republic of South Africa. 2001. Green Paper on Broadcasting Policy. Pretoria SA.
- Republic of South Africa. 2003a. Broadcasting Amendment Bill. Pretoria SA.
- Rice, M. 2001. Public Television: Issues of Purpose and Governance. New York: Aspen Institute for Human Studies.
- Rogers, E.M. 2004. Diffusion of innovations. New York: Free Press.
- Roller, E. 2001. Connecting to the Information Age. A challenge for the European Union. Gazette, 63(5): 371-386.
- Röper, H. 1999. Stand der Verflechtung von privatem Rundfunk und Presse 1989. Media Perspektiven, 9: 533-551.
- Rosnow, R.L. & Rosenthal, R. 1996. Beginning Behavioural Research: A Conceptual Primer. New Jersey: Prentice Hall.
- Rushton, D. 2001. Citizen Television. A Local Dimension to Public Service Broadcasting. London: John Libbey.
- Rushton, D. 2000. Creating Local Television. London: Community Radio Association.
- Sancho, J. 2002.. What views want from regional television. Pride of Place: ITC research Publication.
- Sarantakos, S. 2000. Social research. Sydney: Macmillan.
- SBS (n.d.). Corporate Plan [Online] Available from: <http://www.sbs.com.au/cplan.pdf> . [Online?]
- Schnetler, J. 1989. Introduction to survey methodology. Pretoria: HSRC.
- Seaberg, J.R. 2003. Utilizing sampling procedures. (In Grinnell, R.M. (ed.), Social Work research and evaluation. 3rd ed. Itasca, IL: Peacock.

- Scannell, P. 2000. Public Service Broadcasting: the history of a concept. (In Goodwin, A. & Whannel, G. (eds.), Understanding television. London: Routledge.
- Servaes, J. 2002. Towards a new perspective for communication and development. New Jersey: Ablex Publishing
- (In Casmir, F. (ed.), Communication in development. New Corporation.
- Servaes, J. 2001. Development communication – For whom and for what? Communicatio, 21/1.
- Skogerbo, E. & Lundby, D. 2000. Medieutvikling, kultur og regional identitet. Oslo: Oslo. Department of Media and Communication, University of
- Sorolin, P.A. 2002. Society, culture and personality. Their structure and dynamics. New York: Harper & Brothers.
- Stamm, K.R. 2002. Newspaper use and community ties: towards a dynamic theory. Norwood, New Jersey: Ablex.
- Stamm, K.R. & Fortini-Campbell, M., 2003. The relationship of community ties to newspaper use. Journalism Monographs.
- Stevenson, N. 2000. Understanding media cultures. New Delhi: Sage Publishers.
- Schultz, W., Held, & Thorsten, L. 2001. Regulated Self-Regulation as a Form of Modern Government. Interim Report. Hamburg: Hans Bredow Institute for Media Research.
- Shepherd, A. 2000. Sustainable Rural Development. London: Macmillan Press Ltd.
- Shaughnessy, H. & Cobo C.F. 1998. The cultural obligations of broadcasting. Manchester: European Institute for the Media.
- Spark, C., 1999. Pacifica Radio and the politics of culture. (In Lazere, D. (ed.), American media and mass culture. Left perspectives. Berkeley: University of California Press.
- Slabbert, S. & Van den Berg, I. 2003. The multilingual character of the PWV and its implications for language policy for the Province. Johannesburg SA: IBA Library.

- Smith, C. 2002. *Accountability to Audiences. Television and Beyond. The Next Ten Years.* London: Independent Television Commission.
- South African Broadcasting Corporation. 1999. *Reaching Critical Mass.* Johannesburg SA: SABC.
- South African Broadcasting Corporation. 1998. *Reaching Critical Mass.* Johannesburg SA: SABC.
- South African Broadcasting Corporation. 1999a. *Reaching Critical Mass.* Johannesburg SA: SABC.
- South African Broadcasting Corporation. 1999b. *Reaching Critical Mass.* Johannesburg SA: SABC.
- South African Broadcasting Corporation. 2002a. *Language Policy Proposals from Organizations and Individuals.* Johannesburg SA: SABC.
- South African Broadcasting Corporation. 2002b. *Final Draft Language Policy.* Johannesburg SA: SABC.
- South African Broadcasting Corporation. 2002c. *Opening Statement to the Triple Inquiry.* Johannesburg SA: IBA Library.
- South African Broadcasting Corporation. 2002d. *Delivering Value II: Performance, Commitment, and National Development.* Johannesburg SA: IBA Library.
- South African Broadcasting Corporation. 2003a. *Language Policy.* Johannesburg SA: IBA Library.
- South African Broadcasting Corporation. (2003b). *Delivering Value III: Choice, Partnerships and Convergence.* Johannesburg SA: IBA Library.
- South African Broadcasting Corporation. 2003c. *The IBA Report: Comments and Responses.* Johannesburg SA: IBA Library.
- South African Broadcasting Corporation. 2002a. *Submission to the IBA on the Sound Broadcasting Service Paper.* Johannesburg SA: IBA Library.
- South African Broadcasting Corporation, 2002b. *Annual Report and Financial State.* Johannesburg SA: IBA Library.

Sobowale, I. & Abiodun, A. 2000. Getting in Touch. Television Documentary, produced by defunct NTA Ikeja for Television Festival.

Stewart, F. 2000. Are Short Term Policies Consistent with Long Term Development Needs in Africa? (In Cornia, G & Helleiner, G. (eds.), Structural Adjustment in Sub-Saharan Africa. London:

Sterling, N, 2001. Broadcasting in America. 7th ed. :Houghton Mifflin Company, USA.

Stoker, D.J. 1989. Basic Sampling Methods. (In Schnetler, J. (ed.) Survey Methods and Practice. Pretoria: Human Sciences Research Council.

Stewart, T.D. 2002. Principles of Research in Communication. Boston: Allyn and Bacon.

Strydom, H. & De Vos, AS. 2005. Research at Grassroots. 3rd ed. Pretoria: Van Schaik.

Smit, G.J. 2002. Research guidelines for planning and documentation. Halfway House: Southern.

Suttles, G.D. 2001. The social order of the slum. Chicago: University of Chicago.

Swart, R.E. 1994. Die opleiding van die opvoedkundige sielkundige as reflektiewe praktisyn. Johannesburg: Rand Afrikaans University. (D. Ed. Thesis)

Svensen, E.N. 2003. Community or professionalism: Local radio in Denmark. Paper presented at the International Institute of Communication, Local Radio Conference, Rovaniemi, Finland.

Teer-Tomaselli, R. E. & De Villiers, C. 1998. Radio: Theatre of the mind. (In De Beer, A.S. (ed.), Mass media towards the millennium. Pretoria: Van Schaik.

Teer-Tomaselli, R. E. 1998 & 1999. Nation-building, social identity and television in a changing media landscape. (In Zegeye, A. & Kriger, R. (eds.), Cultural change and development in South Africa. Zagreb: Culturelink.)

Thompson, J. 2000. Ideology and modern culture. Cambridge: Polity Press.

Terre Blanche, M. & Durrheim, K. 2003. Research in Practice: Applied methods for the social sciences. Cape Town: UCT Press.

- Thirion, E. & van Vuuren, D. 2001. Language and public service broadcasting in South Africa. SABC Broadcasting Research Unit: Annual Research Review 1995: 28-45. Johannesburg SA: SABC.
- Titlestad, P. 1999. English, the Constitution and South Africa's Language Future. (In De Klerk, V. (ed.), Focus South Africa. Philadelphia PA: John Benjamin. p. 163-173.)
- Tomaselli, R., Tomaselli, K. & Muller, J. 1989. Broadcasting in South Africa. Johannesburg SA: Anthropos.
- Tonnies, F. 2001. Community and association, London: Routledge & Kegan Paul (first published 1887).
- Traquina, N. 1999. Radio: A period of growth. Media Bulletin, 6,4: 10-11.
- Traquina, N. 1998. Portugal. Media Bulletin, 7,3: 14-15.
- Udvalget vedr. Local radio & TV. 2000a. Status over ordningen for local radio tv. Copenhagen.
- Udvalget vedr. Lokal Radio & TV. 2000b. Notat om de nordiske ordninger for localtv. J. Nr. 90. 8641-4, Copenhagen.
- Ukwu, I.U. 2001. Rural Development Policy and Programmes in Nigeria: A Critical Review. (In Akeredolu-Ale, E.O. (ed.), Mass Media and Rural Development in Nigeria. Ibadan: Spectrum Books Ltd.)
- Ulvaer, B.P. 2002. Kabelfjernsyn pd Jevnaker. I/II, report, Oslo: Press Institute,
- UNESCO. 2001. Report on An African Experiment in Radio Forum for Rural Development in Ghana.
- UNESCO. 2002. Year Book Report Paris: UNESCO.
- Vaage, O.F. 2000. Mediebruk I Jevnaker Kommune 1987. Rafelloversikt, report, Oslo: University of Oslo. Central Bureau of Statistic of Norway.
- Van Vuuren, D. 2003. Media usage and democracy: what happened in South Africa. Article based on paper read at a WAPOR Regional Conference in Cape Town.
- Van Vuuren, D.P. & Maree, A. 2001. Dynamics of radio and television audiences in South Africa. Paper presented at the 10th African Council for Communication

- Education Bi-annual Conference on Communication and the Empowerment of Civil Society in Africa. African Council for Communication Education, Cape Town SA.
- Van den Aardweg, E.M. & Van den Aardweg, E.D. 1988. The dictionary of empirical education. Pretoria: E & E Enterprises.
- Van Wyk, J. 2001. Afrikaans language, literature and identity. *Theoria*, 77: 79-89.
- Van Zyl, J. 2000. Public Service Broadcasting: A New Ethos. Rosebank, Johannesburg SA: IBA Library.
- Vidéotrame. 2000. Communiy, local and regional television stations in the EEC, proceedings of Colloque Internation, Namur.
- Vockell, E.L. 1983. Educational Research. New York: Macmillan Publishing Co. Inc.
- Walsh, D. 1998. Doing Ethnography. Researching Society and Culture. London: Sage Publications.
- Webb, V. 2001a. English and language planning in South Africa: the Flip-side. (In De Klerk, V. (ed.), *Focus South Africa*. Philadelphia PA: John Benjamin. p. 175-190.)
- Webb, V. 2000b. Language planning and politics in South Africa. *International Journal for the Sociology of Language*, 118: 139-162.
- Werner, A., Host, S. & Ulvaer, B.P. 2000. Publikums reaksjoner na satelitt – og lokalfjernsyn. Report, Oslo: Institute for Mass Communications Research, University of Oslo.
- Welman, J.C. & Kruger, S.J. 1999. Research Methodology for Business and Administrative Sciences. Cape Town: Oxford University Press.
- White, R. 2003a. Community radio as an alternative to traditional broadcasting. *Media Development*.
- White, R. 2003. The process of 'national liberation'; The development theory of dependency and disassociation. *Development*, Stockholm: Swedish Institute of Development.
- Widlok, P. 2001. A voice for the voiceless. *Community radio: Everyman at the microphone*. *Transatlantic Perspectives*, 18: 10-12.

Woldt, R. 1999. Private radio in Germany. *Media Bulletin*, 6, 3: 11-12.

Wöste, M. 1999. Networkbildung durch die Hintertür? Programmlieferung für privaten Hörfunk in der Bundesrepublik – Eine Bestandsaufnahme'. *Media Perspektiven*, 1: 9-22.

Wright, C. 2000. *Mass Communication: A Sociological Perspective*. 3rd ed. New York: McGraw Hill.

WR-TVC. 2002a. Feasibility Study of a Certification Scheme Dedicated to the Broadcasting Industry: Preliminary Results. World Radio and TV Council. [Online] Available from: <http://www.cmR-TV.org/cmR-TV-presen.htm>. [Online?]

WR-TVC. 2002b. WR-TVC International Guidelines. Integrated Quality Management System. Requirements for Radio, TV and Internet Broadcasters. World Radio and TV Council. [Online] Available from: <http://www.cmR-TV.org/cmR-TV-pres-en.htm>. [Online?]

Zaffiro, J. 2000. Mass media and democratization of politics and society: Lessons from Zimbabwe. A paper presented at the Political Economy of the Media in Southern Africa seminar, Durban: University of Natal.

Presentations, Submissions and Papers

Comments of the ITC on the Communications Bill, House of Lords Committee Stage, as reflected in the ITC Communications Bill Bulletin, 5 April 2003.

Commercial Television of Australia, Submission in response to the ABA's investigation report on the adequacy of local news and information.

Directive, 2002. EC of the European Parliament and of the Council of 7 March 2002 on universal service and users' rights relating to electronic communications networks and service (Universal Service Directive) published in the Official Journal of the European Communities on 24 April 2002.

e.tv, 2003. Submission to ICASA on the regional television, September.

Graham, A. 2000. The future of Communications. Pretoria: Public Service Broadcasting.

IBA Act No. 153 of 1998.

IBA, 1999. A definition of advertising, the regulation of infomercials and the regulation of programme sponsorship. Position Paper.

IBA, 1999. Introduction of free-to-air television in South Africa. Position Paper.

ICASA, 2003. Inquiry into Local Television. Discussion Paper.

ICASA, 2003. Inquiry into Regional Television. Discussion Paper.

Independent Broadcasting Authority. 1998. Triple Inquiry Report. Johannesburg.

Independent Television Commission. 2000. Television in the Nations and Regions: Television broadcasting and production outside London.

Media Monitoring Projects. 2003. Local and Regional Television Submission to ICASA, September.

M-net. 2003. Response to the discussion papers on the licensing of regional and local television, 29 September.

National Association of Broadcasters. 2003. Submission to the ICASA on the inquiry into regional and local television, 29 September.

National Community Radio Forum (NCRF). 2003. Submission to ICASA on the inquiry into local television, discussion paper, 25 September.

Nielsen Media Research, Adex. 2003. Stated in the National Assembly on 23 October 2002 on the occasion of the passing of the Broadcasting Amendment Bill and at a Seminar at Wits University to celebrate Media Freedom Day on 19 October 2002.

Orbicom. 2003. Submission on local and regional television discussion papers, September.

Pieklo, J. 2002. The Polish Media Landscape. The Netherlands: European Journalism Center.

Polish Broadcasting Act, 1999. Adopted by the Polish Parliament. Poland South African Broadcasting Act, No. 584 of 1999.

Primedia, 2003. Submission to ICASA on the discussion papers on the Inquiry into regional and local television, September.

Report by Eurostrategies Assessment of the member states' measures aimed at fulfilling general interest objectives linked to broadcasting imposed on providing of electronic communications networks and services in the context of the new regulatory framework, country profiles, March 2003 SABC. Annual Report, 1999.

SABC, 2003. Response to ICASA discussion Papers on Regional and Local Television, 29 September.

Sumiala-Seppane, J., 2003. The History of the Finnish Broadcasting Model. Cape Town: Van Schaik Publishers.

Sentech on its Company's Strategic Plan for the 2011 – 2014

Magazines and Newspapers

Bloodworth. L. 2004. Michigan Public Television. USA. [Online] Available from: <http://www.cas.fr/English/introduction>. [Online?]

Cannell, P. 1999. Public Service Broadcasting: the history of a concept. (In Goodwin, A. & Whannel, G. (eds.), Understanding television. London: Routledge. [Online] Available from: <http://www.ejc.nl>. [Online?]

Cannell, P. 1999. Public Service Broadcasting: the history of a concept. (In Goodwin, A. & Whannel, G. (eds.), Understanding-television. London: Routledge. [Online] Available from: <http://www.unesco.org/webworld/publications>. [Online?]

ICASA. 2003. Discussion Paper on the Inquiry into Regional Television. [Online] Available from: <http://www.icasa.org.za/publications>. [Online?]

Igbako, O. 2002. Broadcasting on the African Continent. New York: USA. [Online] Available from: <http://www.telegraph.co.uk/global>. [Online?]

Kevan, J. 2006. AV Specialist South Africa. Atlas Printing Press, UAE.

Kleinstauber, J. & Thomas, B. 2000. The German Media Landscape. The Netherlands: European Journalism. [Online] Available from: <http://www.um.dik/English/danmark/damarksbog/kap4/4-13>. [Online?]

Melkote, S. 2001. Communication development in the third world. London: Sage. [Online] Available from: <http://www.africafilmstv.com>. [Online?]

Russel. A. 2005. Nigerian television broadcasting. London. Juta. [Online] Available from: <http://www.nbc-nig.org>. [Online?]

Websites

Sunday Express. 1999. Pretoria and Bophuthatswana on a TV deal (www.sundayexpress.co.za).

Sunday Times. 2005. Television in Bophuthatswana (www.sundaytimes.co.za)

Thompson, J. 2000. Ideology and modern culture. Cambridge: Polity Press. [Online] Available from: <http://www.museum.tv/archives.etv>. [Online]