



07 September 2017

Attention: Mr Junior Poulten

**RE: SABC'S RESPONSE TO YOUR MEMORANDUM OF GRIEVANCES**

Dear Sir,

In reference to your memorandum dated Tuesday, 22 August 2017, the South African Broadcasting Corporation (SABC) would like to point out that we value the pivotal role and meaningful contribution that artists play in our society. We also remain committed to promote and defend local content which includes local music.

The SABC's response to the following issues raised by your organization is as follows:

1. That SABC replaces all compilers with immediate effect, because they ALL have failed us.

**SABC's response: The SABC believes that the music compilers are executing their duties accordingly. We appeal to you that where you feel they failed you provide us with concrete information and evidence in this regard.**

2. Play listing of music on radio stations must be subjected to transparent processes which must include an inclusive selection committee not just a compiler.

**SABC's response:**

**All SABC radio stations have dedicated music compilers, however, the selection of music for each radio station is not selected and finalised by an individual Compiler.**

**There is a music committee that sits from time to time to select music in accordance with the sound and feel of the radio station.**

3. All radio stations nationwide to change their playlist and start afresh a new playlist selected and monitored by Artists Music Committee. Any song played previously on any SABC playlist will not be played without permission of Music Committee upon selection process.

**SABC's response:**

**As stated in the response above, the SABC has music committees which ensure that the selection process happen accordingly.**

4. All songs to be selected must meet selection criteria of that particular radio station and all selected songs must be selected in the presence of/monitored by Music Committee before going on air.

**SABC's response: As indicated the playlist is selected according to the sound and feel of individual stations.**

5. SABC to air play **OUR** music (old and upcoming artists) that has **ALREADY** been submitted, with **IMMEDIATE** effect and give both old and upcoming artists equal chances in air play, **AFTERALL** 90/10 has been long approved.

**SABC's response:**

SABC radio stations apply the science of scheduling that does not look at the age of the musician(s) but it focuses on the following categories: new, current, recurrent and gold. Scheduling is shaped by the format of the station.

6. That 90/10 be retained and alternative means of raising SABC revenues be opted and one of those alternatives be government

**SABC's response:**

All stations are playing music in accordance with their licence conditions and they are exceeding the required minimum quota on local content.

7. Payola must fall and harsh punishments must be meted to culprits

**SABC Response:**

The SABC has always denounced payola and we encourage that those who are involved should be reported as we are unable to deal with unsubstantiated allegations. There are two notable cases of payola from Ukhozi FM and Ikwewezi FM which the SABC dealt with successfully.

8. SABC to create an office that will be responsible to invite and prepare artists for interviews in all slots of radio stations, and **NOT** just a radio presenter.

**SABC Response:**

As the SABC we appreciate the fact that artists have a management team which normally comprises of PR and other supporting functions to ensure that artists receive maximum publicity. Our core mandate is to broadcast; we are therefore unable to prepare artists for interviews. Our programmes have Content Producers who are

**responsible to research topics and identify newsmakers/interviewees relevant to the programme.**

9. All SABC radio station (including METRO and FIVE FM) must use one method of submission that is beneficial to all South African Artists.

**SABC Response:**

We will explore new methods and welcome suggestions in this regard.

10. SABC to give us feedback within 14 days after we have submitted our music.

**SABC's response: We apologise for responding only now but I am sure you will appreciate the fact that we really wanted to apply our minds on the issues you raised despite the fact that currently we are involved in the process of turning the organisation around.**

11. SABC to create more platforms so as to showcase our craft, to attract sponsors, endorsement, promoters, media production houses and the world at large, to be able to compete on international stages.

**SABC's response:**

We would like to confine ourselves to broadcasting but will cooperate and partner with good will projects that promote the development of the arts on case by case basis.

12. SABC to create a strategy or method that is going to accommodate all music makers and music lovers.

**SABC's response:**

The principle of equity applies in this regard.

13. SABC to create enough workshops

**SABC's response:**

SABC will participate in and offer support to the industry initiated workshops. It will not make its competence to create enough workshops as that will have budgetary implications.

14. SABC to create enough platforms where our music videos can be played.

**SABC's response:** The SABC at this stage has several music programmes which feature local music videos and artists alike. However, we do look forward to the promising opportunities which will be enabled by Digital Terrestrial Television (DTT) to have more space to broadcast more local content which includes music.

15. A policy document that tables these resolutions must be availed for public consumption

**SABC's response:** The SABC recently embarked on a review of its editorial policies. The nation-wide public hearings commenced on Monday, 31<sup>st</sup> of July 2017 and ended on Thursday, the 31<sup>st</sup> of August 2017). We are also looking forward at holding final public meetings in Tshwane, Northern Cape, Mpumalanga and the Free State before the end of October. However, the written submissions can still be submitted until the 29<sup>th</sup> of September 2017. Written submissions can be emailed to [editorial@sabc.co.za](mailto:editorial@sabc.co.za) or posted to SABC Private Bag X1, Auckland park, Johannesburg, South Africa, 2006. Submissions can also be made at any of the SABC's provincial offices.

The current SABC Editorial Policies can be accessed at [www.sabc.co.za/editorialpolicy](http://www.sabc.co.za/editorialpolicy).