

## 11 Glossary

### **Advertising Standards Authority (ASA)**

ASA's role is to ensure that the industry abides by its code of conduct. The ASA is the only body which regulates the content of advertising. It receives funding from the **MIT**, and is statutorily recognised.

### **Aliteracy**

People who can read but do not read.

### **Alternative press**

The term used since the 1980s, up to the mid-1990s, to describe **community** newspapers and **independent** newspapers, magazines and journals that took a stand against apartheid.

### **AMPS**

All media products survey conducted by **Saarf**. This includes print (PAMS), radio (RAMS), television (TAMS), and outdoor media. It indicates Living Standard Measurement (**LSM**) groups' media consumption patterns.

### **Association of Advertising Agencies (AAA)**

An industry body with 26 group companies representing more than 60 advertising agencies. Its first black chairperson was elected in 1999.

### **Association of Marketers (Assom)**

Assom was established in 1955 and represents about 200 companies, who are responsible for about 70% of above-the-line adspend.

### **Broadcasting Complaints Commission of South Africa (BCCSA)**

A broadcasting self-regulatory body set up to promote freedom of speech, free flow of information, and high standards in broadcasting.

### **Caxton**

Caxton was formed in the 1950s, and initially focussed on newspaper printing. Today it specialises in printing and publishing. Caxton PTY Ltd was established in 1998 out of the merger between Caxton and **Perskor**, which brought ownership of the Citizen, Republican Press and local titles. Caxton owns a large number of local newspapers directly and through Penrose and Capital Media, as well as printing and distribution infrastructure in various provinces.

### **Commission for Gender Equality**

A statutory body set up to promote gender equality, and to advise and make recommendations to parliament – or any legislature – on laws which affect gender equality and the status of women.

### **Competition Commission**

Set up according to the Competition Act to investigate the competition effects of mergers, and anti-competitive business practices. The Commission makes its recommendations to, and prosecutes cases before an adjudicative body, the Competition Tribunal.

**Community**

Includes a geographically founded community or any group of persons or sector of the public having a specific, ascertainable common interest.

**Community media enterprises**

Are owned by a defined community, such that any financial surplus generated is reinvested in the project or is used by the community. Community media enterprises are owned and controlled by the community they serve through their elected representatives. A community media project would classically have a democratically elected board, and hold annual general meetings.

**Comtask (Task Group on Government Communications)**

The Task Group was appointed by the then Deputy-President Thabo Mbeki to investigate government communications. In its 1996 report, Communications 2000, it recommended the establishment of the **GCIS** to replace the old South African Communications Service (Sacs) and outlined a vision for government communications in South Africa. The report can be found on [www.gcis.gov.za/ourdept/history.htm](http://www.gcis.gov.za/ourdept/history.htm) Recommendations 78 & 79 are particularly pertinent to the MDDA.

**Conference of Independent Newspaper Editors (Cine)**

An organisation set up by alternative/independent newspapers in 1991 to find solutions to the financial crises they faced.

**Development Bank of Southern Africa (DBSA)**

Statutory body that provides funding for infrastructure development in Southern Africa and offers expertise in, amongst others, administrative and project management.

**Development Communication**

Forms of communication, from story-telling to the internet, that carry socially relevant or developmental information to communities and individuals in an accessible manner.

**Diversity**

Diversity, with regard to media, means access to the widest range of opinion and information sources by all, as well as equitable representation within the media in general.

**DSTV**

Digital Satellite Television, which is part of the M-Net group.

**Government Communication and Information System (GCIS)**

Established in 1998 on the recommendation of **Comtask**, to coordinate government communications and promote development communication.

**Greenfield radio stations**

Commercial stations that received new licences from the IBA (as opposed to the SABC stations that were privatised).

**Independent Broadcast Authority (IBA)**

Established in 1993 as an independent statutory body, to regulate the broadcast industry. Merged with Satra in 2000 to form Icasa.



### **Independent Communications Authority of SA (Icasa)**

Established in 2000 out of the merger of the **IBA** and **Satra**, to regulate the broadcast and telecommunications industry.

### **Independent Magazines Group (IMG)**

A venture in 1994 of various independent magazines and journals to save costs and become more financially sustainable through sharing resources and developing joint initiatives, like marketing. The venture was unsuccessful, with most of the publications folding due to lack of funding.

### **Independent Media Diversity Trust (IMDT)**

Initiated by the alternative press, the IMDT was set up in the 1993 as a voluntary mechanism, to try to sustain and promote media diversity. Funding initially came from the media industry and foreign donors. However, the mainstream media eventually ceased their contributions and the IMDT failed to meet its objectives.

### **Independent media**

Media owned and controlled outside of government, big business or mainstream media groups. In the past the alternative anti-apartheid press, commercial and non-profit, were also referred to as the "independent" press. In this Position Paper the term "independent" refers to commercial media, as opposed to **community** media. South Africa's only remaining independent daily newspaper is the *Natal Witness* based in Pietermaritzburg. However, Naspers has recently made a bid for it.

### **Independent Newspapers Group (ING)**

Established when Irish media owner Tony O'Reilly bought the Argus group in 1994. The stable has expanded and now provides newspapers to nearly a third of daily readers. Some titles include: The Star, Diamond Fields Advertiser, Sunday Tribune, Post, Pretoria News, Sunday Independent, Cape Argus, Cape Times, Daily News, Natal Mercury and Business Report. ING also has interests in The Newspaper Printing Company and Allied Distribution Limited, and Cape Community Newspapers, which own 13 local newspapers in the Western Cape.

### **ICT (Information and Communication Technology)**

Refers to the increasingly converging technologies of the computing (Information Technology), broadcasting and telecommunications (communication technology) industries.

### **Johnnic**

Formerly part of the Anglo-American Corporation, Johnnic was bought by the National Empowerment Consortium (NEC) in 1996. The NEC is made up of black business and trade union investment companies. Johnnic has in recent years re-focussed itself into an integrated media, entertainment and telecommunications group, and is regarded as the most successful of the black empowerment initiatives. It owns Times Media Limited (now Johnnic Publishing), and is chaired by former unionist and ANC politician Cyril Ramaphosa.

### **Living Standards Measurements (LSMs)**

A measurement used by market researchers to determine the spending power of different categories of people.

### **Local commercial press**

This services a particular geographical area, and is owned and controlled by individuals or companies for commercial profit. Traditionally, some of these are called "knock and drops", and most are affiliated to the Community Press Association. The mainstream media dominates the commercial local media market, and refer to these titles as "community" newspapers (which is not to be confused with **community media** as defined in this Position Paper). Times Media Limited (through the Daily Dispatch), Naspers, Independent Newspapers and Caxton collectively own more than 100 local commercial newspapers, which serve middle to upper income areas.

### **Marketing Industry Trust (MIT)**

For over 30 years a voluntary levy of 0,5% of advertising sales was collected to support **Saarf**, and was known as the Saarf levy. In 1997 it broadened its scope to include support for the Advertising Standards Authority (**ASA**) and the Freedom of Commercial Speech Trust, and the levy was increased to 1%. Each recipient receives approximately 87%, 8% and 5% of the levy revenue respectively. Because of its voluntary nature, there is considerable under-collection. The MIT could potentially raise R43,8m, but collected only R34m in 1999 – a shortfall of approx. R8,8m. There are currently attempts to achieve optimal collection. The MIT board consists of the **NAB, SABC, PMSA, AAA** and **Assom**.

### **Media**

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

### **Media development**

Means the development of the media environment and infrastructure so that marginalised communities, groups and persons have access to the media as owners, managers, producers and consumers of media.

### **Media industry**

Includes the entire media production process, including journalism, content provision, advertising, marketing, monitoring, printing, print distribution and signal distribution.

### **Media Institute of Southern Africa (Misa)**

Misa is a non-governmental organisation dedicated to promoting media freedom and diversity in Southern Africa as envisaged in the 1991 Windhoek Declaration on Promoting an Independent and Pluralistic African Press. See [www.misanet.org](http://www.misanet.org)

### **Media Viability Fund (MVF)**

A fund set up by the Media Development Loan Fund and the Eurasia Foundation to help build democracy in the New Independent States (formerly part of the USSR). The MVF's goal is to "free independent media from financial and journalistic restraints through technical assistance, and loans that also help develop alternatives to government monopolies. The approach is to seek out strong independent newspapers and television stations, and help make them stronger."

### **Mineworkers Investment Company (MIC)**

Formed in 1995 out of seed capital provided by the National Union of Mineworkers, MIC has significant investments in media – including Primedia and MIDI-TV, owners of eTV. It also has a large stake in **Johnnic** through the National Empowerment Consortium. Profits are used for bursaries, rural development and training.



### **Nasionale Pers (Naspers)**

The history of the Naspers can be traced to the formation of the National Party in 1914 and Die Burger newspaper in 1915. Naspers owns *Rapport, Beeld, Die Volksblad, City Press, Die Burger*, various leading national magazines, knock and drop local newspapers, M-Web, National News Distributors (NND), and has majority shares in MIH. Owners of M-Net and Multichoice. It recently attempted to buy the *Natal Witness*, which is subject to a Competitions Tribunal hearing.

### **National Action Plan for the Promotion and Protection of Human Rights (NAP)**

The NAP is informed by the Vienna Declaration of the 1993 United Nations (UN) World Conference on Human Rights. South Africa's NAP was adopted by cabinet in 1998 and deposited with the UN Commission on Human Rights on the 50th anniversary of the UN Declaration on Human Rights.

### **NAB**

The National Association of Broadcasters represents public, private and community broadcasters.

### **NCRF**

The National Community Radio Forum is a network of community radio stations that was established in 1991. Membership has grown to more than 100 stations, some on air, some awaiting licenses.

### **National Development Agency (NDA)**

A statutory body set up to contribute towards the eradication of poverty and its causes. It makes grants to civil society organisations.

### **National Electronic Media Institute of South Africa (Nemisa)**

Institute set up by the Department of Communications to improve the level of skills in the broadcasting industry.

### **National Film and Video Foundation**

A statutory body established to develop and promote South Africa's film and video industry. Its objectives are, amongst others, to provide - and encourage others to provide - opportunities for disadvantaged people to get involved in the industry.

### **New Africa Investment Limited (Nail)**

A black empowerment company that owns New Africa Publications, the publishers of *Sowetan* and co-publishers, with Times Media Ltd, of *Sowetan Sunday World*. Nail has also made a bid to buy Kagiso Media, owners of a number of radio stations.

### **New media**

Refers to new electronic platforms for delivering content that go beyond traditional radio and TV. This includes computers, electronic billboards, cellular telephones and personal digital assistants. These use protocols like the Internet and other standards that are constantly being developed, which in turn use a range of technologies such as the World Wide Web, e-mail, short-message services (SMS) and Wireless Applications Protocols (WAP).

**OWN**

The Open Window Network is a network of community-based television and video groups in South Africa.

**Pan South African Language Board (Pansalb)**

A statutory body set up to promote the usage of all official languages in South Africa.

**Perskor**

Perskor has its roots in the rise of Afrikaner nationalism, particularly the Transvaal branch of the National Party during the first half of the 1900s. In 1991 Perskor owned *Die Vaderland*, *Citizen*, *Transvaler*, *50% of Rapport*, Republican Press, and various knock and drops. It merged with **Caxton** in 1998, and sold its *Rapport* shares to **Naspers**.

**Press Ombudsman**

A self-regulatory industry body set up to ensure media practitioners comply with media ethics as enshrined in its code of conduct.

**Primedia**

Formed in 1995 with Radio 702 as its flagship, Primedia has since acquired Highveld Stereo and Cape Talk. It is also active in, amongst other things, publishing, cinema and home entertainment, outdoor advertising and direct marketing. During 2000 it formed a partnership with the **Mineworkers Investment Company (MIC)**, where the latter has assumed joint control of the company.

**Print Development Unit (PDU)**

An attempt was made to establish the Print Development Agency in 1998 to support community and small commercial print media. The initiative came from the **IMDT**, the community sector, independent publishing sector and Print Media South Africa (**PMSA**). It, however, did not materialise, and the PMSA has set up its own Print Development Unit (PDU).

**Print Media South Africa (PMSA)**

Represents all the mainstream print media companies.

**RAMS**

Radio audience measurement survey (RAMS) conducted by the South African Advertising Research Foundation (**Saarf**). This is an indication of how many people listen to a particular radio station.

**Sentech**

State-owned signal distribution common carrier providing signal distribution services to most television and radio broadcasters in the country. Some of its clients include: SABC1, 2 and 3, M-net, eTV, community radio stations, Jacaranda, Highveld, etc.

**Small commercial media**

Means independent media run by communities, groups or persons as small businesses for profit.

**South African Advertising Research Foundation (Saarf)**

Established in 1975, with the aim of providing data about the use of mass media, product

consumption, and services by users of the mass media. Current board members represent the following: Association of Advertising Agencies (**AAA**), Association of Marketers (**Assom**), Cinemark, Media Directors' Circle (MDC), National Association of Broadcasters (**NAB**), Outdoor Advertising Association of South Africa (Oaasa), Print Media South Africa (**PMSA**), and the South African Broadcasting Corporation (**SABC**).

**South African Broadcasting Corporation (SABC)**

The public broadcaster owns 21 radio stations and 4 television channels. It receives an annual parliamentary grant, and has to perform certain public service obligations alongside its commercial operations.

**South African National Editors' Forum (Sanef)**

Professional organisation representing most newspaper editors in SA.

**South African Press Association (Sapa)**

National news agency owned by major newspaper groups.

**South African Telecommunications Authority (Satra)**

Established in 1996 to regulate the telecommunications industry. Subsequently merged with the **IBA** in 2000 to form **Icasa**.

**Southern African Media Development Fund (Samdef)**

Samdef is a non-profit company, registered in Botswana and owned by the **Misa** Education Production Fund but answerable to a Regional Board of Directors. Samdef provides loans and credit guarantees to media projects that can show that they can become sustainable and operate on a commercial basis. Samdef provides training, and does monitoring and supervision to try to ensure that projects have the skills needed to become sustainable. The Fund does not offer grant funding.

**Universal Service Agency (USA)**

Established by the Telecommunications Act No. 103 of 1996. Its mandate is to promote universal access and service to telecommunications for all South Africans.

**Universal service obligations**

Refers to the obligation to extend telecommunications access to all people in South Africa.

**Video Access Centres**

Production centres where communities can make documentaries for broadcasting during pre-negotiated "open window" timeslots on public television, or for distribution as video cassettes. The centres are seen as a precursor to the establishment of fully-fledged community television.