

APPENDIX A
THE MEYER COMMISSION'S
MAIN RECOMMENDATIONS

The Commission recommends:

1. That a statutorily controlled television service be introduced for South Africa in conformity with the principles laid down in the terms of reference of the Commission and with the requirements set out in the preceding chapters of this report;
2. that the introduction of the service be entrusted to the South African Broadcasting Corporation, which should introduce it as an integrated radio and television service and should in this connection make as much use as possible of its existing machinery, and that the Broadcasting Act (Act 22 of 1936), as amended, be further amended to authorise the introduction of a television service in accordance with the recommendations of the Commission;
3. that this television service should form a supplementary and an integral part of the country's pattern of education and should be founded on such principles as will ensure that the Christian system of values of the country, the national identity and the social structure of its various communities will be respected, strengthened and enriched—
 - (a) by providing wholesome and edifying entertainment;
 - (b) by supplying reliable, objective and balanced information;
 - (c) by reflecting and projecting the cultural assets of each community;
 - (d) by stimulating indigenous creative talent; and above all
 - (e) by constantly striving to foster good relations between all the people of the country;
4. that the South African Broadcasting Act, like the National Education Policy Act, No. 39 of 1967, as amended by the National education Policy Amendment Act,

- No. 73 of 1969, be amended to provide that all radio and television services shall have a Christian and a broad national character;
5. that this television service should be subject to proper control to ensure that the service will at all times meet the requirements set forth in the Commission's terms of reference and the requirements contained in the preceding chapters of the report, and that the necessary control should be exercised by the SABC, the viewer community itself and ultimately Parliament;
 6. that from the outset, even before the introduction of television, a scientifically oriented and co-ordinated research programme should be undertaken to determine the effect of this medium in South Africa, and that the research should be continuous;
 7. that the service should not contain sponsored programmes, but only advertisements before and after programmes, and that programmes should not be interrupted for advertisements; that advertising should not exceed 10% of the total transmission time during the six week days; and that no advertisements should be broadcast on Sundays;
 8. that the service should not be developed as an extension of the film industry;
 9. that the introduction of the service should be implemented in the following phases:

First Phase

Initially a combined service for Whites, on one channel, should be presented in Afrikaans and in English with completely equal treatment of the two languages;

As soon as possible after launching of the first phase, a start should be made with a single-channel Bantu service in Sotho and Zulu for the Witwatersrand area;

Second Phase

For Whites separate services should be instituted in English and in Afrikaans as soon as practicable;

the Witwatersrand Zulu service should be extended to Durban and a Xhosa service should be introduced in the Eastern Cape;

10. that, in order to ensure that all aspects of the introduction of television are properly co-ordinated, a Standing Committee be set up, consisting of representatives of the following organisations: The SABC, the Post Office, the South African Bureau of Standards, the Council for Scientific and Industrial Research, the Industrial Development Corporation of South Africa Limited, the Departments of Commerce and of Industries and the Radio Manufacturers' Association;

11. that the service should commence with a colour system from the outset, which can also be picked up on black-and-white sets, since this will eventually mean a considerable saving in capital outlay, while the public will have the option of buying either black-and-white or colour receiving sets;

12. that, in regard to colour techniques, the PAL System I, as specified in Report No. 308-1 (Documents of the XIth meeting of the CCIR held in Oslo in 1966, Volume 5) of the International Radio Consultative Committee be adopted;

13. that the erection of a suitable ground station in South Africa to pick up television programmes from other countries via satellite transmitter stations should be given immediate attention by the Department of Posts and Telegraphs;

14. that the SABC should in addition erect a ground station of its own to enable it to link up with the Eurovision network of Europe on a 24-hour basis;

15. that the Broadcasting Act, No. 22 of 1936, as amended, be amended to empower the South African Broadcasting Corporation to screen applications for permits for closed-circuit systems or cable systems and to suggest requirements in this regard;
16. that one of the provisions of the Broadcasting Act should be that only the programmes of the statutory organisation which will be responsible for television transmissions may be carried by cable and closed-circuit systems, provided that such a provision should relate solely to programmes available to the general viewing public, and that systems such as those in hospital operating theatres, in mines, in secondary industries and so forth, should not be included;
17. that the Departments of Commerce and of Industries be authorised, if need be by legislation or regulation, to introduce effective tariff protection and to take steps for the production of receiving sets by private manufacturers in such a way as the Standing Committee, on the strength of recommendations, deems to be in the best interests of the country;
18. that the sales, excise and import duties on receiving sets and components, or an amount equal to the total of these duties, should be appropriated for the partial financing of capital expenditure on the introduction of the service, until such time as the service begins to show a profit, but in any event for not more than ten years after the introduction of the service;
19. that, with regard to advertising—
 - (a) no sponsored programmes be allowed, but only spot advertisements before and after programmes, and that programmes should not be interrupted to broadcast advertisements;
 - (b) advertising time should not exceed 10% of the total transmission time on the six week days, and that no advertisements should be broadcast on Sundays;
 - (c) preference be given to products and advertising copy produced locally;
 - (d) the grouping of advertising time according to a rotation or some other system be considered in order to free the presentation of programmes, especially at peak times, from any pressure that listener and viewer ratings could exert on advertising schedules and advertising tariffs;

- (e) the SABC should negotiate with the Association of Accredited Practitioners in Advertising (Pty) Ltd for a reduced advertising commission on spot advertisements since these advertisements will be very limited;
20. that a provision similar to that in the Copyright Act and in the Performers' Protection Act should be incorporated in the Broadcasting Act to enable the Corporation to show sporting events of public importance, at a reasonable fee, which in the absence of an agreement, should be determined in accordance with the provision of the Arbitration Act, 1965 (Act 42 of 1965);
21. that the Broadcasting Licence be amended so as to apply the following section 13 of the Licence to all television programmes as well:
- ‘The Corporation shall not broadcast or permit to be broadcasted any news, matter or information which–
- (a) contains anything of a blasphemous, indecent, obscene, offensive or libellous nature;
- (b) is repugnant to law or decency; or
- (c) is likely to create public unrest or civil commotion’
22. that, in regard to programmes for young people, in the scheduling of such programmes times which are suitable for children should be taken very carefully into account, so that television will not encroach unduly on the time required for their school duties, indoors and out of doors;
23. that, in regard to the use of television for extra-curricular education, the SABC should study the possibility of offering television courses in due course, in consultation and in co-operation with universities, colleges or other educational institutions in fields where this would best serve to supplement the shortage of skilled labour in the Republic;
24. that South Africa should aim at introducing an ensemble service which will in the first place take account of the whole spectrum of programme possibilities and

- programme types, constantly bearing in mind that the medium should serve the community by informing, edifying and education, but also by entertaining; and that the principle should apply that a television service should not merely consist of a number of independent programme departments each pursuing its own ends more or less as it pleases as regards programme content and presentation, but that it should form a co-ordinated homogenous whole, planned on an ensemble basis and above all with definite aims;
25. that, since the television service recommended will be subject to sufficient restrictions to ensure ample room for a profitable and vigorous press in South Africa after the introduction of television, no further protective measure in regard to the press should be introduced;
26. that no annual Government grant be made to finance television service wholly or in part because such a grant would impose unduly heavy burdens on the White taxpayers and also because the Commission is convinced that if an additional advertising channel in the form of television is not made available in South Africa, pressure of the establishment of such a channel will become so great that it will result in the establishment of parallel commercial television services on a profit-making basis which would be a development which would be extremely detrimental to South African and its people;
27. that, so far as the film industry is concerned, the Government should, with due regard to its anti-inflationary policy, as far as possible give sympathetic consideration to the representations of the industry in regard to rationalisation in the industry, particularly in granting permits for the alteration of existing theatre buildings for other purposes.

Source:

P. J. Meyer, *Report of the Commission of Inquiry into Matters Relating to Television* (Pretoria, 1971), pp.54-57.

APPENDIX B
ANNOUNCEMENT – THE INTRODUCTION OF
TELEVISION IN SOUTH AFRICA

INTRODUCTION OF TELEVISION SERVICE FOR SOUTH AFRICA

The MINISTER OF NATIONAL EDUCATION: With your leave, Mr. Speaker, I wish to make a statement. It reads as follows:

1. The Report of the Commission of Inquiry into Matters relating to Television has been accepted by the Cabinet in its essentials. The Cabinet has also approved in principle the introduction of statutorily controlled television service for South Africa [interjections], which will form an integral part of the Republic's broad educational system as a whole and which will be based on a foundation designed to ensure that the Christian values of this country and the social structure of its various communities are respected. [Interjections.]
2. Considering that such a service will make great demands on, *inter alia*, our country's financial resources and manpower potential; that it does not warrant priority over other, more essential, projects; that considerable preparatory work will still have to be done; and that there are several, especially technical and financial aspects that call for closer study and investigation, it is obvious that it will not be possible for the service to start transmission for another four years at least.
3. The service will be entrusted to the S.A.B.C., which will have to introduce it as an integrated radio and television service with the necessary provision for effective control and making the greatest possible use of its existing facilities.
4. As regards the nature of the proposed service, a few of its main features may be mentioned:

(1) Statutory provision will be made for a body which, on behalf of and in the interests of the public, will serve the Government and the S.A.B.C. in an advisory capacity in regard to the general character of the service, as indicated above.

In addition, control will have to be exercised by officers in charge of the S.A.B.C. and by the Control Board of the S.A.B.C., by the viewing and listening public, by means of a continuous scientific research project and, ultimately, by Parliament.

(2) The service will necessarily have to be introduced in phases, and initially there will be a service of about 37 hours a week on one channel only in English and Afrikaans, with completely equal treatment of these, the two official languages. In the light of experience gained and results obtained, a decision will be taken on separate services in English, Afrikaans and the main Bantu languages.

(3) From the outset the service must be presented in colour which can also be picked up on black-and-white sets. A decision will be taken later, on technical grounds, on the particular type of colour technique to be adopted.

(4) The service will have no sponsored programmes, but only a strictly limited number of approved spot advertisements before and after programmes.

5. With a view to the expert, scientific and technical planning of the details of the service and to the necessary co-ordination, a technical advisory committee is to be constituted under the Chairmanship of the S.A.B.C.'s representative on the committee. [*sic*] consisting of an equal number of representatives from each of the following:

The South African Broadcasting Corporation, the Post Office, the Council for Scientific and Industrial Research, the Human Sciences Research Council, the South African Bureau of Standards, the Armaments Board, the

Industrial Development Corporation, and the Departments of Commerce, of Industries and of National Education.

The secretarial work will be undertaken by the S.A.B.C.

This advisory committee, which will have the power to appoint subcommittees for specific investigations or tasks, will be required to advise the S.A.B.C., and through this body the Minister, on any matter that it considers important to the introduction and development of the most efficient service possible within the framework of our resources and circumstances, but in any event at least on the following aspects:

- (1) The financial implications;
 - (2) The training of staff;
 - (3) Television by means of radio waves and/or by means of cables;
 - (4) Licensing of closed circuit and cable systems, and control of programmes over these systems;
 - (5) Safeguards against exploitation of the public by the importation and manufacture of obsolete receiving sets.
6. The Department of Industries is being directed to promote, in co-operation with other interested parties, the establishment of a local industry for the manufacture of receiving sets and for the further development of an all-embracing electronic industry in collaboration with the Armaments Board.
 7. The amending legislation to give statutory effects to the foregoing decisions, will be introduced in due course.
 8. In conclusion, the Cabinet wishes to issue a very serious warning to the general public not to buy receiving sets at this stage or commit themselves to the hiring or purchase of sets at some later stage. Today's most up-to-date set may be obsolete in a few years' time; moreover, technical progress is likely to result in lower

purchase prices. In order to utilize the manufacturing facilities to be established to the best advantage and to prevent injudicious spending, severe hire-purchase conditions in respect of television sets will be applied during the initial years.

Source:

Republic of South Africa, *House of Assembly Debates (Hansard)* 33, 1971-04-27, columns 5288-5290.

APPENDIX C

MILESTONES IN SOUTH AFRICAN TELEVISION

- 15 December 1969 The Meyer Commission is appointed.
- 1970 The broadcasting portfolio is entrusted to the Department of National Education.
- 27 April 1971 Sen. J. van der Spuy (Minister of National Education) announces the introduction of television in South Africa.
- 5 May 1975 The first test transmissions are made.
- 5 January 1976 SABC-TV officially opens.
- 2 January 1978 The first advertisements are screened on South African television.
- June 1978 A number of South African television advertisements win awards at the Cannes festival.
- 1978 The British Equity ban is extended to television programmes recorded on film.
- 1979 Broadcasting falls under the Minister of Posts and Telegraphs once again.
- 1980 Broadcasting falls under the Minister of Foreign Affairs and Information.
- 31 March 1980 Piet Meyer's term as Chairman of the SABC Control Board ends.
- 1979 A start is made in using coloured and Indian Christian ministers as regular presenters of the daily religious programmes, *Oordenking* and *Epilogue*.
- April 1980 Transmission time is extended to 42½ hours per week.
- 31 December 1981 The black television services, TV2 and TV3, are officially launched with a gala ceremony.
- 31 December 1982 TV2 and TV3 are split into two regional channels.
- 1984 Bop-TV is launched.
- 7 June 1984 The first educational programme, *Ek en My Kind* (Me and My Child), is broadcast.
- 1985 TV4 is launched.
- 1 November 1985 Teledata is introduced.
- 1986 Broadcasting falls under the Minister in the State President's

- Office entrusted with Administration and Broadcasting Services.
- 1986 The first simulcasts in South Africa are broadcast.
- 1986 South Africa's first pay channel, M-NET, is launched.
- 1988 Broadcasting falls under the Minister of Home Affairs and National Education.
- 1990 TV2 and TV3 are combined into one channel, CCV-TV.
- 1991 Broadcasting falls under the Minister of Home Affairs.
- 1992 Broadcasting falls under the Minister of the Interior and Environmental Affairs.
- 1991 TSS is introduced.
- 1993 Broadcasting falls under the Minister of Home Affairs.
- 1993 A new, multiracial SABC board is appointed by State President F. W. de Klerk. Ivy Matsepe-Casaburri becomes the first black and first female Chairperson of the Board.
- 1993 TV1 and CCV-TV introduce 24-hour broadcasting by relaying CNN International and Sky News respectively throughout the night.
- 4 February 1996 The SABC introduces three new, restructured channels to replace the old services. The new channels are SABC1, SABC2 and SABC3.
- 1998 Bop-TV is formally integrated with the SABC's channels.
- 1998 South Africa's first free, independent channel, e.tv, is launched.
- 2003 Bop-TV ends transmissions.

Sources:

- M. Botha, The History and Development of Film and Television, in P. J. Fourie (ed.), *Introduction to Communication. Course Book 6: Film and Television Studies*, pp.48-49; SABC, *Annual Reports, 1970-2003*; SABC, 'This is the SABC', pp.2-3. Internet:
http://vcmstatic.sabc.co.za/VCMStaticProdStage/CORPORATE/SABC%20Corporate/Document/This_is_the_SABC_text.doc, s.a. Accessed: 2007-08-27; D. P. van Vuuren, Die SAUK se Televisiedienste, in J. B. du Toit (red.), *Telesie – Skyn en Werklikheid*, pp.113-114; SAUK, *Dit is die SAUK*, pp.13-14.