

LMH I908 Mo Ii/V

27.04.93

PARALLEL SESSION ON FILM AND BROADCASTING

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tub. '

. . Can't ignore radio- crucial' Issue and dominant broadcasting medium at the i  
' moment.

Participant fmm Brussels: It IS not easy to realize atiirmative action. Questions that st  
ill need to be

addrmed include:

1. How does one define terms such as local, diverse etc. .

2. How does one define what quota one is considering? 50% or 60% etc.' -

3. To what level of cultural definition do you go e.g what % of air-time to should be  
given to what groups? What size does a group have to be to qualify for air-time? ,

4. In the USA 'quota' system, which is determined by market forces, about 1% or air-time  
is given to imported programmes.

5. How does one finance the programme?

-i it is often cheaper to import programmes rather than make them Oneself;

- x . it is necessary to ensure that public broadcasting is cast effective.

6. One needs to look at a communication programme within a global context.

- Local companies must reinvest here, not intemationally as M-Net IS doing. This 15  
especially Important in ensuring funding for local companies.

Nicola Golombik: The concept of local content/quota must be a mechanism to develop  
industry that applies across the spectrum not just to the SABC.

7 Natal Musician: One must have access to airspace before creating programmes locally.  
One can't put the cart before the horse, therefore one must make access to industry  
structures.

SABC (50/50) announcer:

Must not nurture mediocrity. Must produce excellence as an industry.

Any national broadcasting company must not enter into commercial field and compete  
with other commecial companies, ie keep private and public sectors seperate.

Lionel2How many local quality programmes can we Inake? We must develop an attainable  
programme. Training Is very important.

Papi: 'We must get in depth into the issue of training for both news and documentaries (acting cinematography, etc) needs funding and business support. Must address the Issue of university accreditation

Leeds University. Film Lecturer: Training is absolutely essential.

Must make quality programme that people want to watch. Don't forget your audience.

' AFT C Filmmaker: What mechanisms are ANC looking at for broadcasting criteria during transition and elections

Ben Nomay: What is gaining to prevail another 17 years and only 3 small film companies as was the situation over the last 17 years? How are we going to train people to avoid this? '

ANC delegate: The work of the commission is incomplete without reference to radio.

Role of business: We must communicate to business that information collected over the years must be shared with the people?

Education: Big business has a role to play in training and education.

Joe Mariana: Major focus should be on rural areas.

Film can play an important role, especially in education amongst illiterate groupings

Need a committee to look at best way of educating our people

Should be communication between progressive groupings and they must remember they represent the people not their opportunistic tendencies, must workshop with people before

negotiating with parastatals.

Exploitation of the people (eg. by not paying extras in the rural areas) makes these independent filmmakers as bad as SABC.

Film

Chairperson: Peter Setanhu.

Papi: Must give first black director to show a film in UK, a platform to speak to us. \_ Unidentified speaker. Direct cinema should return our material, the footage that was shot

here in South Africa, to 0315.

Unidentified speaker. Distribution is an urgent issue.

- Need strategy to approach SABC,

- need to investigate why SABC won't show our films.

The distribution network needs to be positive towards local films.

John Ledwaba: Quality - in SA it means what the white rulingxgmajority want to see. Must . challenge and educate the white businessmen who are running quad funding the iilm business.

Delegate from Zimbabwe: Setting up the necessary Filth Instimnnions is the correct first step. It is essential.

There has not been much reference to marketing and regional nieo-operation- -md to a create as big a market as possible, including whole of sub-Sahmaran Africa and broader. Must think lll terms of exploding knOwledge of our whole cuitnmre not just about making money and must look at regional cooperation in this reSpect.

' -- Quality: , Must takethis issue very seriously.,It is used tome easily as a way of ' ' blocking'new, innovative work. A growing induinsuy and competition is the, ' best way to ensure quality.

Unidentified speaker: Need for venues/outlets throughout all remadential areas. This is . crucial. An increase of accessible venues would make films mmere financially viable.

Lionel Nakane: is setting up cinemas in townships and distributinion company to distribut e

appropriate films Would like support in identifying communityinhalls to be converted into cinemas, and entrepreneurs who would like to run cinemas.

Speaking as Regional Secretary of FEPACI There appear to bare about 6 South A&ican Em organisations? Why cant they unite into one? This would nannke it much easier for international groupings to deal with film organisations locally.

Delegate from CATS: Must use state facilities eg. SABC to ounr advantage.

Unidentified delegate:

1. ' Lionel should talk to ACAC about potential cinmema venues.
2. Film organisations are beginning to work together.
3. Local Film festivals are not run by "us".

Delegate from PAWE:

it must win back the black technicians who are wmidng in apartthdd

' parastatal structures, rather than pushing them amide as collaborators.

Education of the marginalised - must not fall imnto trap of short intensive courses that are not good enough and will not get you employment.

panel should recommend that any papers to be Wed must be made available to the delegates.

Unidentified speaker: the best advice is: Ifyou want to make finiiims pick up any mmera yo u can get hold of and do it.

Drama Student: must learn/teach about African drama at local universities, even if it means that people without the 'right academic qualifications' must be allowed into the universities to teach, as long as they have the knowledge.

Rapporteur: Barbara Schreiner.