

SABC PLANNING

for

NAM SUMMIT

29 August – 3 September 1998

1. TV coverage
2. Radio coverage
3. SABC facilities, broadcast rights and logistical support
4. SABC marketing opportunities and needs
5. SABC budget commitment

Briefing prepared for Foreign Affairs – 31 July 1998

SABC TV coverage

The SABC will record all NAM events, such as arrivals (Durban International) of Heads of State on the 1st, the Opening ceremony, all plenary sessions including closing and events such as news conferences and briefings. This material will be available to all foreign broadcasters.

A substantial part of the proceedings and plenaries will simultaneously be broadcast live on SABC2 and SABC3 (Unilateral).

Up until 30 August SABC will supply:
news coverage of events prior to the summit, including preparations, meeting of officials and Foreign Ministers, and arrivals of Heads of Government Delegations. Visual material of these events prior to the summit, will also be made available to all foreign users.

Daily programming

27th August through to 30th August

- News coverage and promos prior to event
- Coverage of preparations for summit
- Interviews on morning breakfast slot. Count down slot every morning from the 27th through to 30th suggested. This will be a breakaway to Durban studios. From the 1st to the 3rd of September, breakaway slot will feature happenings at the conference venue and updates.

1st September 1998

- Filming and arrival of Heads of State.
- Foreign TV crews to film from ICC.
- Pool feed between 0700 and 2200.
- Breakfast slot between 0700 and 0715.
- Live crossing from airport on SABC3 special news at 1300
- Live crossing on all news bulletins across the three channels
- Late night wrap of events of the day on SABC2 between 2130 and 2140.

2nd September 1998

- Breakfast slot between 0700 and 0715.
- Pool feed and recordings from ICC.
- Pool recordings of media briefings.
- SABC2 live broadcast between 0830 and 1130. This includes broadcast of arrival of heads of state, meetings with President and inauguration ceremony with live commentary.
- Live broadcast on SABC3 from 1400 to 1600. This includes live plenary and recorded version of morning session.
- Live News across all three channels.
- SABC2 evening wrap between 2130 and 2140.
- Actuality on SABC2 with Freek Robinson from 2140 to 2210.

3rd September 1998.

- Breakfast slot between 0700 and 0715 on SABC2.
- Pool feed between 1000 and 1830.
- Live SABC3 broadcast (plenary) between 1400 and 1600.
- Live broadcast of closing ceremony on SABC2 between 1700 and 1830.
- Late evening wrap on SABC2 between 2130 and 2140.

4th September 1998.

- Breakfast slot between 0700 and 0715.
- Evening news coverage of departure of heads of state.

It is important to note that:-

Promos will need to be developed to create an interest around the Summit. These promos will be flighted from Monday the 17th of August 1998. This promo will be done by SABC2 and should be flighted across all three channels.

TVN will produce a two minute promo with a tourism theme for use during the world feed. The aim is to broadcast it during the world feed to promote South Africa as an Investment and Tourist destination. This promo will be flighted across all three channels beginning 1st September 1998.

Requests

- ◆ Foreign Affairs to assign an official to SABC to assist with access into the ICC.
- ◆ Access for editorial staff to foyer area, TV interview room and plenary commentary booth.
- ◆ Foreign Affairs to assist with arrangements to interview Heads of State. A detailed request will be forwarded.

Radio News coverage

SABC Radio News provides hard copy for more than 200 hundred news bulletins which should be produced by the hour - from before six in the morning until the last bulletin at 11.

SABC Radio News provides actuality to more than 20 current affairs programmes in 11 languages. The current affairs programmes are in the mornings, during lunch hours and in the afternoons. Radio Zulu has 4 million listeners, Afrikaans is heard in the far off Northern Cape and Namibia - radio is the media of the people.

In addition to news coverage SABC Radio also intends to broadcast the opening and closing ceremonies live.

To give South Africans the fullest possible access to the information around the NAM summit the following focuses are crucial:

NEWS BULLETINS: even the music stations have news bulletins. The full story for NAM must be told in the hard copy for the bulletins. People who only listen to news, must be able to understand what is happening at NAM. To do this three full time hard copy writers will provide copy, sound and voicers. One from inside the ICC and two from the media room.

CURRENT AFFAIRS: reporters fluent in the official languages must be available for Q+A's; must do packages of what is happening in all the languages; must be able to interview heads of state and analysts for the programmes in all the languages, must be able to provide running commentary for live broadcasts.

WHAT IS NEEDED in terms of HUMAN RESOURCES

AIRPORT TEAM

Four people be allowed to work in shifts for 24 hours from Saturday to Tuesday. Then they become part of the MEDIA ROOM TEAM. They must have access to where Heads of State are being received, to logistics around the arrivals, to a telephone line to do Q+A's from and feed voicers.

REPORTERS: 4

ICC TEAM

This team has three tasks: to provide programme access to Heads of State; to conduct interviews for the shows in all the languages and to generate news.

REPORTERS/PRODUCERS/TECHNICAL/ANCHORS/EXPERTS: 11 (2 producers, 2 reporters, 3 technical people, 2 experts, 2 anchors)

SITES: two rooms(A,B) for broadcasting and one(C) for writing copy, packaging and editing.

MEDIA ROOM TEAM

This team will have access to the plenary, the conference room, the delegation room. It will provide hard copy, packages and Q+A's.

REPORTERS/TECHNICAL: 2 hard copy; 4 for midday and mornings; 3 for afternoons, 2 for conferences and other, 2 technical 13

SITES: 3 soundproof rooms with editing facilities

WORK AREA for 13 people

EXPERT TEAM

These are three experts/analysts speaking among them all the languages. They must have access to all the venues to talk to people.

FOR GOOD COVERAGE

We need:

1. A NAM spokesperson who will be able to comment on the activities of the summit.
2. Daily comment and special briefings from the South African delegation – before, during and after the summit.
3. Regular “off the record” briefings by Foreign Affairs while the “papers” are being negotiated and formulated, about where the problems and agreements lie.
4. A wrap-up media conference by Mandela.
5. At least one media briefing by Mbeki.

SABC facilities, broadcast rights and logistical support

As the Official Broadcaster of this event the SABC will provide Radio and TV facilities to the following areas

- Plenary
- Radio & TV centre
- Opening Ceremony
- Official Arrivals at the Airport

The SABC will further provide a project team who will be tasked with the broadcast coverage of this event.

Broadcast Rights

The SABC will have sole rights to all broadcasts on the NAM summit.

SABC Legal Department will draft a formal contract between the event organisers, Foreign Affairs, and the SABC.

The SABC will provide all broadcast material during its live terrestrial transmissions on SABC2, free of charge to any interested parties on a once off basis. It will further supply feeds in the Radio & TV centre as free pool feeds of the plenary. Any special requests for other footage of recorded material will be sold at commercial rates. The SABC will maintain its right to keep exclusive interviews that it obtains as its own.

SABC will have first option on any special or adhoc events and interviews related to NAM, which may fall outside of the plenary sessions. Foreign Affairs need to assist with these interviews.

All feeds that are broadcast will be branded with the SABC logo. The SABC will at its discretion decide who will receive clean unbranded feeds. Packaged feeds of the days events will be available on request and by prior arrangement. These packages will be available on a commercial basis.

Project Team

Graham Dickson	Project Manager	082 410 5950 011 714 4083
Antjie Samuel	Executive Producer – Radio	021 430 8218
Frans Scheepers	Executive Producer – TV	082 512 8076
Patricia Burger	SABC PRO	082 512 6546 011 714 2679
Trudie MacKay	Co-ordinator - Special Projects	082 416 3475 011 714 4083
Deeno Naidoo	Co-ordinator - Special Projects	082 415 0753 011 714 3655

Johnny Khesa	Regional Manager – Airtime	082 510 1019 031 362 5291
Jack Downie	Co-ordinator – Airtime	082 410 3304 031 362 5292

Broadcast Facilities

1. FREE POOL FEED

1.1 DURBAN INTERNATIONAL AIRPORT (1ST September 1998)

A 4 camera outside broadcast unit will be in place to cover the arrival of Heads of State. This feed from the airport will be relayed to the I.C.C. for foreign media.

- Apron
- Motorcade
- Guard of honour
- Interview room
- Lighting grid for night arrivals in the hanger
- Military band and cultural events
- No filming of HOS at night as they leave the aircraft due to strict Airport and DCA rules
- Foreign Affairs to guide the SABC on the arrivals of the heads of State

1.2 N.A.M. SUMMIT (Durban I.C.C.)

2 x TV Outside broadcast units with a total of 15 cameras will be deployed to cover the main event.

- Arrival of motorcades at the I.C.C. (Lower concourse) 2nd September 1998.
- Official welcoming by SA head of State in Hall 3C 2nd September 1998.
- Opening session in plenary hall 2nd & 3rd September 1998.
- Summit in plenary hall 2nd & 3rd September 1998.
- Closing ceremony 3rd September 1998.
- Coverage of official press conferences 2nd & 3rd September 1998.

Feeds of these events will be available in Hall 6 for foreign media

2. FOREIGN MEDIA FACILITIES AVAILABLE FOR HIRE

- Two machine edit suites (Min. 5, Max. 10)
- President's Suite (2 x cameras / Video recorder / Lights & comms)
- Feed facility (From I.C.C. to Satellite Earth Station in Pretoria)
- Commentary booths (Max. 20 units)
- Video tape stock (SP30 & SP90)

Booking office for above facilities in the Media Centre. All financial dealings with foreign media will be done in US Dollars.

All these facilities will be available from 27 September 1998.

Foreign Affairs Commitments

The SABC needs the following assistance:

- access and accreditation to all areas on a broadcast needs basis.
- usage of the various venues at no cost to SABC.
- supply "shell-system" partitioning at no cost to SABC.
- 80 hotel rooms including breakfast. } -
- lunch and supper for all SABC staff at times suitable to the SABC.
- Translations cleared for broadcasting
- Telephones and computers in Radio & TV Centre
- Vehicle accreditation for selected SABC vehicles
- Foreign Affairs logistical liaison officer to be available to SABC at all times
- Separate page on Website for Airtime eg rates, facilities, bookings, etc.
- Detailed plan and running order of NAM Summit by 7/8/98.

SABC marketing opportunities and needs

As the official broadcaster of this event, the SABC Corporate image will need to be visibly displayed with proper branding and static displays in the main venues.

Besides branding the SABC as the official broadcaster, the SABC's function will be to sell or/and provide footage to foreign media as well as delegates. Although this function can be done from the Media centre, it needs to be marketed in the foyers through a static display.

A point of sale will also need to be provided which will entail a bookings desk which will be manned by two SABC Enterprises staff-members to deal with demands for VHS and Betacam copies to both foreign media and delegates at the venue.

Branding the SABC as official broadcaster of the event:

The SABC undertakes to:

- ◆ erect a banner on the outside of the venue advertising itself as the official broadcaster of the event;
- ◆ mount SABC flags outside the entrance.
- ◆ brand the media offices and interview rooms with SABC promotional material.
- ◆ set up a static display for corporate information and marketing our VHS/Betacam video's in a main foyer of the venue from where it will handle all corporate inquiries; direct inquiries about availability of video and audio material to media and delegates; and make available pamphlets and other corporate material on the SABC.
- ◆ SABC will brand all footage with a permanent logo in the bottom right-hand corner.
- ◆ SABC crew will wear branded clothing

The SABC media spokesperson will promote the SABC's participation in the event by releasing press statements to the national media.

- SABC Management would require invitations to the opening and closing ceremonies as well as other public functions.

SABC BUDGET FOR NAM PROJECT

ADDITIONAL STAFF	213 510
COMMUNICATION	85,800
TECHNICAL FACILITIES	959 093
TRANSPORT	151 440
PLANNING COSTS	60,000
TOTAL	1,469,843