



NEWS RELEASE

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SABC NEWS - Elections

SABC to launch election plans

The SABC will launch its election coverage plans and underline its commitment to equitable coverage of all political parties. The launch takes place in Johannesburg on January 8th 2009.

"In this year's more contested political arena, it is vital that every South African is aware of the public broadcaster's commitment to fair and equitable coverage for all political parties," said SABC News Group Executive, Dr Snuki Zikalala.

Eighty six percent of all South Africans rely on SABC as their primary source of news information.

"We will underline our commitment and show our capacity to deliver in this election what we had managed in 2004 - when the HSRC found in an independent survey then that we had indeed been fair and equitable in our coverage," said Dr Zikalala.

During the launch the focus will be on the regulatory climate within which the SABC has to work, the steps that have been taken so as to ensure equitable and fair coverage, interactions with stakeholders and the SABC's coverage plans for the elections.

There will be reference made to both national and provincial coverage, party election broadcasts, political advertising, debates between political parties, as well as the use of new technology.

"We will explain how we plan to roll-out this massive programme," said Dr Zikalala.

Ends

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