

**FACULTY RESEARCH GRANT 2003
FINAL REPORT
THE STATUS OF BLACKS IN THE MEDIA OF POST-APARTHEID SOUTH AFRICA**

I traveled to Johannesburg and Cape Town, South Africa, as part of the People to People International Ambassadorial Program delegation to study the media of post-apartheid South Africa. My preliminary research interest was to investigate and understand the status of black practitioners in the media since the fall of apartheid.

I visited the undermentioned media and media-related organizations, where I gathered information in open forums.

- **SOUTH AFRICAN BROADCASTING CORPORATION (SABC):** S.A.'s national public service broadcaster was formerly the mouthpiece of the apartheid government. The company has 18 radio stations broadcasting in 13 languages plus 4 external radio services broadcasting in four languages; 4 public TV stations and 1 pay station. SABC has about 19 million radio listeners and 18 million public TV viewers.
- **THE UNIVERSITY OF WITWATERSRAND (WITS):** Formerly an all-white institution, the Wits Journalism Program was set up to produce effective journalists and contribute to the transformation and development of the industry. Anton Harbor leads the program.
- **THE NATIONAL COMMUNITY RADIO FORUM:** NCRF is a national, member-driven association of community radio stations and support service organizations. Members are independent non-profits whose goals are to build democracy by mobilizing communities using the airways.
- **JOZI-FM COMMUNITY RADIO:** In Soweto.
- **THE STAR NEWSPAPER:** Published in Johannesburg and distributed mainly throughout Gauteng province. Readership is about 649,000. It is owned by Independent Newspapers.
- **THE INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA (ICASA):** The regulator of broadcasting telecommunications set up in July 2000.
- **MEDIA24:** A subsidiary of Naspers Limited, a multinational media company with ties to the former apartheid government. Naspers is an Afrikaans group. (Afrikaans were in control during apartheid.) Media24 bills itself as Africa's leading print media concern. It is the largest publisher of magazines in South Africa and a major publisher of newspapers. It is also a major printer and distribution company. It currently owns 5 daily newspapers (including the Daily Sun), 30 magazines (including Fair Lady and True Love), and a staple of regional and community newspapers.
- **BUSH RADIO:** The oldest community radio station, based in Cape Town.

I was very successful in gathering the information for this study, with no difficulty, and the research is complete, resulting in the following:

The Role of an NGO in the Training of Media Practitioners in Post-Apartheid South Africa. AGOA Civil Society Network Newsletter. Vol. 1, Issue 5, June 2004.

"The Status of Black Practitioners in the Media of Post-Apartheid South Africa." Lecture. Media Association of Trinidad and Tobago, Port of Spain, Trinidad, August, 2004.

"Impressions of the Media of Post-Apartheid South Africa." Lecture. Pan African Students' Union Forum, Indiana University South Bend, Indiana, April 2004.

The Hawaii International Conference on Arts and Humanities has accepted my submission, "The Status of Black Practitioners In the Media of Post-apartheid South Africa," to be presented at their 2005 Conference from January 13 to January 16, 2005. *Proud Flesh: New Afrikan Journal of Culture, Politics & Consciousness (e-journal)* has expressed interest in the paper, which I will be submitting for publication.