



Office of the Premier

North West Provincial Government
REPUBLIC OF SOUTH AFRICA

KEYNOTE ADDRESS BY NORTH WEST PREMIER, HONOURABLE KAOBITSA BUSHY MAAPE ON THE OCCASION OF THE SABC'S 85TH PROVINCIAL BIRTHDAY CELEBRATION, 03 MARCH 2022, NW BROADCAST STUDIOS, MAHIKENG.

The Board of Directors of the SABC

The Executive Management of the SABC

Members of the Executive Council

The Executive Mayor of Mahikeng Local Municipality

The Executive Mayor of Ngaka Modiri Molema District Municipality

Magosi a rona a tlotlegang

Leaders of Faith Based Organisations

Distinguished guests

Bagaetsho dumelang,



Programme Director, I am honoured to be invited to this important event to celebrate the historic milestone of 85 years of the SABC public broadcasting service.

We in the North West Province consider ourselves the head quarters of the media, arts & entertainment industry in South Africa, if not in Africa.

It is therefore befitting that today's event is held in an area which for many years was the birth place of many of South Africa and Africa's talent in the media, broadcasting, entertainment and the arts in general.

The 85 years of the SABC tell a true story of our complex evolution as a nation from apartheid to today's democratic dispensation.

This evolution captures the somewhat contradictory but understandable transition to use the positive memories of the democratic breakthrough since 1994 to claim ownership of the entirety of the 85 years of the SABC, both good and bad.

Ladies& Gentlemen, today we tell the history of the SABC in the context of the values enshrined in our constitution like Freedom of Expression which guarantees freedom of the press and other media.

This new democratic paradigm is captured aptly in the preamble of the Broadcasting Act 4 of 1999 which **“affirms a resolve to align the broadcasting system with the democratic values of the Constitution and to enhance and protect the fundamental rights of citizens”**.

I am therefore confident that in wishing the SABC a happy 85th anniversary, we say so without any fear of contradiction or equivocation for we have exorcised the demon of what observers called “the logic of apartheid propaganda” from the public mandate of the SABC.

Today we celebrate 85 years of an institution whose progress and successes best represents the milestones of our nation building effort.

We recognise that this anniversary come at a time when the SABC is on the mend to shed negative perceptions of past years of corruption, mismanagement and meddling with editorial independence.

The SABC remains the largest media organisation in the country with a wide reach of its public radio stations which reach every part of the country through programming which is mostly delivered in the languages spoken in all regions of our country, by practitioners living with and amongst our people.

We congratulate the Board and Management for the sterling work of steering this important institution of our democracy in line with its legislated mandate.

Programme Director, men and women in the SABC play a critical role of holding a mirror for us to face the true picture of the inadequacies of actions of some of us who hold public office.

Sometimes, some do not like the picture they see, and want to silence the messenger.

In the North West we are happy with the working relations between the SABC regional office and the provincial government.

We believe that the provincial population of just over four (4) million people is well served by the SABC, with at least close to two million of the province's population listening to the radio station.

The services of the SABC North West region delivered by well trained on-air personalities, producers, journalists and editors is one of if not the best in the country.

They deliver diverse programming to target audiences ranging from children, youth, women, rural and urban populace of the province.

More still need to be done to improve, expand and prioritise developmental communication and journalism in programming and news items.

We are a rural province with at least 68% of the North West being villages.

The stories the SABC tell about the province should at all times be aligned to this context.

Programme Director, we have taken a decision in the North West for every department to host at least two GBV advocacy events every month as part of our effort to fight the scourge of gender-based violence.

We invite you to join us in this journey, without prescribing to you how to report and not taking away your journalist independence to hold us accountable for our failures to honour our commitments.

The truest duty of patriotism and nation building require robust media, and we are prepared to fight to defend your right to play this role.

In conclusion, the SABC operates in a very complex, fluid and sometimes toxic digital information age.

Many of the players in this environment operate outside the legislated and regulated accountability mechanisms with no obligation to the truth and fairness in reporting.

The public mandate of the SABC as a true facilitator and mediator of complex conversations about nation building is more important now than ever before.

The true picture of South Africa is what is told and shown through various SABC platforms, a nation advancing in efforts to forge forward in the building of a non-racial, non-sexist, democratic and united society.

May we dedicate the remaining years of the SABC to this vision.

Happy 85th anniversary,

I thank you!