



## **EFF CONDEMNS COMMERCIALIZING OF CONTENT AT THE SABC AS A CAPTURE OF BROADCASTING SPACE**

Thursday, 25 March 2021

The EFF condemns what is referred to as “cheque book journalism”, at the South African National Broadcasting Co-operation (SABC), in which critical content is identified as a point at which to sell advertising space, disrupting the dissemination of critical news content for profit.

In what represents a sordid and unethical capture of the national broadcaster, senior editorial members at the SABC have reported the commercializing of content, at the expense of the SABC’s mandate to provide news to South African people.

They have cited an advert which interrupted and was played during the State of the Nation Address, a news bulletin that was interrupted for a German football match that was paid for by a foreign football league and a major bank sponsoring content.

These actions constitute the capture of the broadcast space, and the corrupting of the integrity of the SABC to further the interests of capital. It is for this precise reason that the SABC has been engaged in a process of restructuring, that is characterized by retrenchments and nullifying of indigenous news content.

It was in order to make space for capital interests to advertise their products, and milk South African consumers, rather than broadcast important news and political content that will allow South Africans to reflect on their conditions, the state of their country in their own languages.

The EFF condemns this corporate capture of the SABC as part of a broader project of privatizing the entity, and making it a platform to further the interests of those who have bought political power in this country.

If the SABC is allowed to continue in the direction it has currently taken, millions of South Africans will have no dependable outlet to receive information, and will be subjected to permanent sales adverts in order to loot their incomes in a time of human tragedy and general social distress.

**ISSUED BY THE ECONOMIC FREEDOM FIGHTERS**

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