



SEYCHELLES BROADCASTING CORPORATION

Press Release

SBC launches Policy on Faith-based content

The SBC has outlined how it aims to ensure that all registered faith-based organisations are treated equitably in the allocation of airtime on its platforms.

This is through its recently published Policy on Faith-Based Content which explains how the Corporation is going to offer meaningful and sufficient religious and spiritual programming on its radio and television services.

Work on the policy started over two years ago and the final version was presented to representatives from different religions and faith groups during a meeting on Thursday 10th March at the Care House.

The Policy on faith-based content is in line with the SBC's obligation to broadcast such content as part of its vision to inspire and educate citizens while ensuring that these contents remain respectful towards all spiritual and religious groups.

The main approach outlined in the Policy is the reviewing of existing faith-based contents with a view to extend these opportunities to all.

In its review of existing local content, the SBC has identified the following content to be extended to all faiths:

- News Coverage where there is news value
- opportunity for weekly TV services recorded by the Faith groups
- possibility for live Radio services
- participation in Radio Religion
- a variety of spiritual music to be played on SBC
- participation in the daily Refleksyon on both TV and Radio
- free airtime consideration for spots that contribute in raising moral values in the country

The SBC has also stressed on the need for its internal talents to not show preferences for any faith groups over others.

The SBC also says that in acquiring content, the Corporation will be careful to ensure that it does not procure content promoting specific faith or religions.

The SBC has also stressed that all these additional contents will be subjected to scheduling constraints hence why the religious and faith groups are being encouraged to fill in a proposal form to allow the Corporation to take stock of the content they intend to contribute.

The Policy document is available on the SBC website www.sbc.sc