



SEYCHELLES BROADCASTING CORPORATION

Policies and Procedures

PPBs and Advertorials for the 2025 General Elections

Title: **SBCPOL-09-PPBs and Advertorials
for Elections**

PRESIDENTIAL AND NATIONAL ASSEMBLY ELECTIONS 2025

1.0 Introduction

Airtime allocation for Direct Access Political Broadcasts for the Presidential and the National Assembly Election shall be in line with the provisions of the **Elections Amendment Act 2014**.

Clause (3F) of the law states that:

- **in the case of a Presidential Election**
 - each candidate nominated to contest the Presidential Election shall be allocated equal broadcast time
- **and in the case of the National Assembly Election**
 - each registered political party contesting the election shall be allocated equal broadcast time.
 - each candidate shall also be allocated equal broadcast time

Further to this, clause (2A) specifies that airtime allocated to each candidate in a Presidential Election shall not exceed **134 minutes on television and 149 minutes on the radio** and in the case of the National Assembly Election, each candidate shall not exceed **5 minutes on both television and radio**.

There will also be an equal quota of campaign spots and advertorials allocated to Presidential candidates, Registered Political Parties and National Assembly candidates.

2.0 Proposal for Campaigning Period

For the Political Programmes, the SBC is proposing four (4) weeks of campaigning on both radio and television, starting on **Monday 25th August** and ending on **Sunday 21st September 2025**.

For the spots and advertorials, broadcasts will start on the **20th August for Presidential candidates** and on the **22nd August for National Assembly candidates**.

3.0 Political Programmes (PPBs)

3.1 Presidential Election

Each candidate contesting the election will be allowed **4 programmes of not more than 26 minutes** on both TV and Radio.

These programmes will be broadcast in the order decided by the draw done by the Electoral Commission and, should the number of candidates exceed 6, the programmes may also be broadcast **over two days**.

3.2 National Assembly Election

Each Registered Political Party contesting the National Assembly Election will be allocated an Opening and a Closing Programme of 26 minutes each.

These programmes will be broadcast in the order decided by the draw done by the Electoral Commission and may also be broadcast **over two days**.

Each candidate contesting the election will be allowed a programme of not more than **5 minutes on TV and Radio**.

These programmes will be broadcast in alphabetical order of the district and the candidates in each district will appear in the order decided by the draw.

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3.3 Proposed Schedule for broadcasts of PPBs

	<u>DAY</u>	<u>PROGRAMME</u> <u>ORDER OF BROADCAST</u>	<u>ON AIR</u>	<u>ESTIMATED</u> <u>DURATION</u>
	Sat-23-Aug	Submission of Opening Programmes for Presidential and National Assembly		
1	Mon-25-Aug	Presidential Election – Opening Programme	Programme 1 (Part 1)	
2	Tue-26-Aug	Presidential Election - Opening Programme	Programme 1 (Part 2)	
	Tue-26-Aug	Submission of National Assembly Anse Aux Pins/Anse Boileau/Anse Etoile/Anse Royale Au Cap/Baie Lazare		
3	Wed-27-Aug	National Assembly – Opening Programme	Programme 2 (Part 1)	
4	Thu-28-Aug	National Assembly – Opening Programme	Programme 2 (Part 2)	
5	Fri-29-Aug	National Assembly – Anse Aux Pins/Anse Boileau	Programme 3 Anse Aux Pins/Anse Boileau	
	Fri-29-Aug	Submission of Presidential Programme 2 + National Assembly Baie Ste Anne/Beau Vallon/ Bel Air/Bel Ombre/Cascade/English River		
6	Sat-30-Aug	National Assembly – Anse Etoile/Anse Royale	Programme 4 Anse Etoile/Anse Royale	
7	Sun-31-Aug	National Assembly – Au Cap/Baie Lazare	Programme 5 Au Cap/Baie Lazare	
8	Mon-01-Sep	Presidential Election - Programme 2	Programme 6 (Part 1)	
9	Tue-02-Sep	Presidential Election - Programme 2	Programme 6 (Part 2)	
10	Wed-03-Sep	National Assembly -Baie Ste Anne/Beau Vallon	Programme 7 Baie Ste Anne/Beau Vallon	
	Wed-03-Sep	Submission of Presidential Programme 3 + National Assembly Glacis/Grand Anse Mahe/Grand Anse Praslin/ La Digue & Inner Islands		
11	Thu-04-Sep	National Assembly - Bel Air/Bel Ombre	Programme 8 Bel Air/Bel Ombre	
	Fri-05-Sep	REST DAY	Presidential Debate 1	
12	Sat-06-Sep	National Assembly - Cascade/English River	Programme 9 Cascade/English River	
13	Sun-07-Sep	National Assembly - Glacis/Grand Anse Mahé	Programme 10 Glacis/Grand Anse Mahé	
14	Mon-08-Sep	Presidential Election - Programme 3	Programme 11(Part 1)	

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	Mon-08-Sep	Submission of National Assembly Les Mamelles/Mont Buxton/Mont Fleuri/Perseverance/Plaisance/Pointe Larue		
15	Tue-09-Sep	Presidential Election - Programme 3	Programme 11 (Part 2)	
16	Wed-10-Sep	National Assembly - Grand Anse Praslin/La Digue & Inner Islands	Programme 12 Grand Anse Praslin/La Digue & Inner Islands	
17	Thu-11-Sep	National Assembly Les Mamelles/Mont Buxton	Programme 13 Les Mamelles/Mont Buxton	
	Fri-12-Sep	REST DAY	Vice Presidential Debate	
18	Sat-13-Sep	National Assembly Mont Fleuri/Perseverance	Programme 14 Mont Fleuri/Perseverance	
	Sat-13-Sep	Submission of National Assembly Port Glaud/Roche Caiman/St Louis/Takamaka + Closing Programme		
19	Sun-14-Sep	National Assembly Plaisance/Pointe Larue	Programme 15 Plaisance/Pointe Larue	
20	Mon-15-Sep	National Assembly Port Glaud/Roche Caiman	Programme 16 Port Glaud/Roche Caiman	
21	Tue-16-Sep	National Assembly St Louis/Takamaka	Programme 17 St Louis/Takamaka	
	Tue-16-Sep	Submission of Closing Programmes for Presidential		
22	Wed-17-Sep	National Assembly – Closing Programme	Programme 18 (Part 1)	
23	Thu-18-Sep	National Assembly – Closing Programme	Programme 18 (Part 2)	
	Fri-19-Sep	REST DAY	Presidential Debate 2	
24	Sat-20-Sep	Presidential Election – (Closing Programme)	Programme 19 (Part 1)	
25	Sun-21-Sep	Presidential Election – (Closing Programme)	Programme 19 (Part 2)	

4.0 Broadcast Times for PPBs

All Political Broadcasts will start at:

Television:

- **9.00 pm on SBC2.**
- There will be a second run on **SBC3.**

Radio:

- **8.00 p.m. on RADYO SESEL** and repeated at 9.00 am on Radyo Sesel on the following day.

5.0 Spots and Advertorials

5.1 Unpaid Advertorials/Campaign Spots*

For the Presidential Election, each candidate will be allocated with **25 campaign slots on TV and 35 on Radio.**

For the National Assembly Election,

- each Registered Political Party contesting the election will be allocated **5 campaign slots on TV and 10 on Radio.**
- each candidate will be allocated **4 campaign slots on TV and 6 on Radio.**

All campaign spots shall not be more than **60 seconds** long.

Radio allocations can be split between Radyo Sesel and Paradise FM.

5.2 Paid Advertorials/Campaign Spots*

For the first time, the SBC will be making available a quota of paid campaign spots. These must be booked with our Sales unit and paid for in advance. All bookings must be made by 29th August 2025 on the SBC's prescribed booking form.

Paid campaign spots will only be used, after the free quota has been exhausted.

Over and above their free allocation,

- each Presidential candidate shall be able to pay for **5 campaign spots on TV and 10 on the Radio,**
- each National Assembly candidate shall be able to pay for **3 campaign spots on TV and 6 on the Radio**
- each Registered Political Party contesting the election shall be able to pay for **2 campaign spots on TV and 4 on Radio**

The airtime cost will be within the range quoted below. **

Airtime	Cost			
	SBC1	SBC2	Radyo Sesel	Paradise FM
60 secs	Rs 720 – Rs 780	Rs 540 - Rs720	Rs 225 – Rs 250	Rs 370 - Rs 650

* *Campaign spots shall be used to directly promote a political party or candidate by conveying key messages aimed at shaping voter perceptions of that party/candidate and influencing their decision/behaviour.*

** *The exact cost will be determined by the position of the slots allocated and will be confirmed by the Sales Officer.*

5.3 Paid Adverts***

Each Presidential candidate will be allowed **10 adverts of not more than 30 seconds on TV and 20 on Radio** to advertise their rallies, events, public meetings, visits etc.

Each Party contesting the National Assembly Election will be allocated **3 advertorials on TV and 6 advertorials on radio**.

Each candidate contesting the National Assembly Election will be allocated **3 advertorials on TV and 6 on radio**.

The airtime cost for adverts will be payable within the range quoted below. **

Airtime	Cost		
	TV	Radyo Sesel	Paradise FM
20 secs	Rs 180 – Rs 250	Rs 125 – Rs 100	Rs 170 – Rs 225
30 secs	Rs 360 – Rs 525	Rs 125 – Rs 150	Rs 220 – Rs 275

****An advert shall be used only to publicise key political events to be held during the campaign period such as rallies, meetings, conferences to encourage or influence attendance.*

6.0 Scheduling of Spots and Advertorials

The scheduling of free spots will be organized by the SBC on a rotation system in different advertising windows.

For paid spots, the candidate will state in their booking form their preferred slot and the SBC will confirm if the slot is available.

All advertorials for radio are to be pre-recorded and submitted for broadcast.

The SBC shall not accept advertorials to be read out by its announcers in **Lanons ek Mesaz**. This is in line with our policy that staff are not used to produced nor voice any political messages.

Pre-recorded advertorials can, however, be scheduled for broadcast in the Lanons ek Mesaz slot.

7.0 Submission Schedule

All television and radio programmes are to be handed as per the schedule on Pages 3 a by **3 p.m on weekdays and between 1 p.m to 3 p.m on weekends**.

All spots and advertorials due for broadcast on weekdays must be handed in **at least one working day in advance** and **by 2 p.m on Fridays for broadcasts scheduled on Sundays**. Spots handed in after these deadlines will be scheduled for broadcast on the next available date.

All materials are to be delivered to the Marketing & Corporate Affairs Section, at SBC Hermitage, or marketing@sbc.sc and secretariat@sbc.sc

8.0 Programmes Format and Delivery

TV Programmes should be in **mxr** or **mp4** and radio in **mp3**

The programmes can be delivered on a USB or external drive or via a downloadable link.

9.0 Productions of videos

All parties/candidates shall arrange for the production of their programmes, spots and advertorials.

The SBC will not be involved in the production of these political contents.

10.0 Editorial Control and Quality Standards

All programmes, spots and advertorials submitted must be in line with SBC's established editorial guidelines and quality standards.

Editorial Control

- All content shall be reviewed and approved by the SBC before broadcast.
- The Corporation reserves the right not to air any programmes, spots or advertorials which does not meet its editorial or quality standards
- Content that fails this verification will fail the submission process outright.
- SBC will advise the Political Party what it needs to amend if the programmes, spots or advertorials are to pass the Editorial review.

Quality Standards

The programmes must be produced and delivered according to the standards and procedures stipulated in the following document:

- ***SBC OPSI-05- Video and Audio Standards for Contents Submitted to SBC***
- The aforementioned document can be found on the SBC website: <https://sbc.sc/wp-content/uploads/2019/05/SBC-OPSI-05-Video-and-Audio-Standards-for-Contents-Submitted-to-SBC-.pdf>

10.0 CONTACTS

All communications pertaining to Programmes, Spots and Advertorials should be directed to the: Secretariat secretariat@sbc.sc 4289711/4289692

or

Corporate Affairs Unit corporatecommunication@sbc.sc on 4289673