



SEYCHELLES BROADCASTING CORPORATION

Policies and Procedures

Airtime Quota for Political Parties

Document Title: **SBCPOL-07-Airtime Quota for Political Parties**

1.0 Introduction

The National Broadcaster has a key role to play in supporting the advancement of our democracy.

Helping to ensure an informed and engaged electorate is derived from the SBC's mandate.

By providing free airtime quota to each **registered political party**, the SBC is seeking to further enhance its contributions to our democracy.

The quota ensures a baseline equal access on the National Broadcaster's platform to each political party, in line with the SBC's constitutional obligation to 'afford opportunities and facilities for the presentation of divergent views'.

2.0 Quota

Each party will have **13 minutes on Radio** and **13 minutes on Television** each month.

These minutes will not accumulate if not used. Nor are they transferable.

3.0 Programmes

The Programmes are intended to be a platform for political parties to discuss current policies, legislations and other subject matters of their choice with the intention of fostering public discourse and engagement on political issues.

They are NOT intended to be Party Political Broadcasts and should, therefore, not be used to present candidates, campaign or electioneering messages to the electorate.

SBC will exercise due editorial control on these contents, in the same manner as for PPBs.

There shall be a TV and Radio version of each programme.

The contents of these versions do not need to be the same, and that will be up to the party to decide this

4.0 Submission

Programmes must be submitted by 12 noon, on the Monday before the scheduled broadcast date. A schedule of submission and broadcast date shall be shared with all Political Parties at the beginning of each year.

The preferred delivery method is via downloadable links (e.g. *WeTransfer*, *Dropbox*) but SBC can also accept USB memory sticks.

Submissions are to be made to the CEO's secretariat at SBC Hermitage or online to secretariat@sbc.sc

5.0 Editorial Control and Quality Standards

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

5.1 Editorial Standards

The political programmes shall, generally, not be solely a 'talking head' or a couple of 'talking heads' presentation but shall be made up of a combination of appropriate images and illustrations, interviews and voice narration.

All interviews must be clear and audible. In rare cases where an extract deemed important is not audible, there should be subtitles on screen.

Images must be clear, focussed and framed properly.

Images retrieved from the internet must be minimal and copyrights free.

All interviews, declarations and commentaries must:

- not use hate speech or other offensive languages aimed at inciting hatred.
- not slander individuals willfully
- address individuals respectfully by their name or official title
- remain respectful to others at all times.

5.2 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: [SBC-OPSI-05Video-and-Audio-Standards-for-Contents-Submitted-to-SBC-i3.pdf](#)

5.3 Editorial Review

- a. The programmes shall be reviewed and approved by the SBC before broadcast.
- b. The Corporation reserves the right not to air any programmes which does not meet its editorial or quality standards
- c. Programmes that fail this verification will fail the submission process outright.
- d. SBC will advise the Political Party what it needs to amend if the programme does not pass the Editorial review.
- e. Such feedback shall be within 48 hours after the submission
- f. The party is expected to undertake the review and resubmit the amended programme at least two days before the scheduled broadcast time.
- g. The SBC also reserves the right to unilaterally edit out any statements and/or visuals that do not align with what has been outlined in 5.1.

6.0 Scheduling and Broadcasting

- a. The programmes from all the parties for that month will be collated back-to-back, to be broadcast in one scheduled slot.
- b. The order in which the programmes will appear will be in alphabetical order of the party names, rotated in a cyclic manner for each broadcast
- c. These programmes will be aired on the last Friday of each month on SBC2.
- d. SBC will make clear to the audience that such programmes have been externally produced by the parties concerned.
- e. SBC will ensure that sufficient PROMOs for the programmes are aired ahead of each broadcasts.

Scheduling	Last Friday of each month
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Television	SBC2
Radio	Radyo Sesel
SBC YouTube	The packaged TV programme will also be posted on the SBC's YouTube page, after broadcast on TV

7.0 Additional Information

- For further queries or information please email deputy.ceo@sbc.sc or secretariat@sbc.sc or call 4289692/711