



SEYCHELLES BROADCASTING CORPORATION

Policies and Procedures

Airtime Quota for Political Parties

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

SBCPOL-07-Airtime Quota for Political Parties i2

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 mandates.

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 party, in line with our obligation to provide a platform for 'divergent views'.

2.0 Quota

Each party will have **10 minutes on Radio** and **10 minutes on Television** each month.

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

3.0 Programmes

The programmes will be on any subject matters that the party wishes to communicate to the public.

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

The duration of each programme shall not exceed **10 minutes**.

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 not later than **3 working days/72 hours** before the scheduled broadcast date/time.

The preferred delivery method is via USB memory sticks or downloadable links (e.g. *WeTransfer, Dropbox*)

Submissions are to be made to the Deputy Chief Executive Officer at SBC Hermitage or online to deputy.ceo@sbc.sc

5.0 Editorial Control Quality Standards

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

5.1 Editorial Control

- 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 given not more than 24 hours after the submission
- f. The party is expected to undertake the review within 24 hours of the feedback and not more than 24 hours before scheduled broadcast time.

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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: <https://sbc.sc/wp-content/uploads/2019/05/SBC-OPSI-05-Video-and-Audio-Standards-for-Contents-Submitted-to-SBC-.pdf>

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 Thursday of each month on SBC1.
- 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 broadcast.
- f. There will also be a second run of each collated programme on SBC2; as per the following schedule:

Scheduling	<u>First Run</u> Last Thursday of each month	<u>Second Run</u> 2 days after first run
Television	SBC1	SBC2
Radio	Radyo Sesel	Paradise FM

7.0 Additional Information

- For further queries or information please email deputy.ceo@sbc.sc or call 4289711