

APPENDIX 4a:

pension services, profits, all go to him its not for here. They talk about investing here, but... This is the success of The Sun. Every one now wants to invest in cheeky, sensational tabloids. It doesn't appeal to me. What else?

Q. {In terms of what I found in the literature; there's this constant reference to an "imbalance" in global news flows, you know what you were talking about now, in terms of this relationship with India and SA that don't necessarily need PTI offices because you going to get it anyway from AFP, or whatever. Going back in the history of these studies, in the 1960's and 70's, I'm not sure how much of contact SA had with Unesco. Now Unesco's the NG international body, as you know, that regulates information around the world. It doesn't as such regulate, but they oversee these relationships between different nations and so on. And I think what I'm hearing is that first of all you've [SAPA] allowed the relationship with Reuters to be severed because of the need for a national SA press group/news agency is vital and if Reuters is going that way (commercial) [financial news coverage]... So this has been the problem in the literature that there's this imbalance where news agencies located, unfortunately, in developing poorer nations don't have enough support to compete out there with the major international agencies. So how much of that has changed? Has it changed at all? And why hasn't it changed? }

I don't think it's changed at all. If you look at national news agencies in most developing nations, I can't think of one that isn't independent like SAPA is. SAPA is an independent news agency. Amongst its articles of association is that besides timeous, accurate news, it must act in the public's interest.

Q. { You say it's independent from govt. basically? }

Yes, independent from govt. Independent from owners. They sit on the board, but it's got an independent management, independent editor, and I'm his deputy. We set editorial policy nobody else. Newspapers phone up and say, 'oh, can't we have a ten-thousand words on...' We break the story, we've done our jobs. Now it's up to you [the newspapers] to go follow it up. You're the ones with the resources. We're filing you five stories a day...but we make those decisions. And I can't think, Xinhua, Zimbabwe news agency and NAN (national news agency of Nigeria) they have a lot of regulation..

AFRICA:

Q. {Do you have other African countries news agencies subscribing...?}

We've tried. There's this thing called PANA. That sometimes works and sometimes doesn't work. Besides trying to set it up; just the technical aspects of things and the financial aspects, you know it's always; one must talk about paying for these things. And everyone [the PANA members] looks at SA to stick out the bucks, and our owners aren't interested in that. They're not interested in SAPA spending more money. They're interested in SAPA knowing how to render a cost-effective service. That is our mandate on a management level. As the previous editors told us, one can do anything editorially, just don't spend any money. Now that's the kind of mandate that you get.

**So between the ideology [as in the literature, Unesco, etc] and the reality of incomes you own in

APPENDIX 4b:

don't care. And my editor-in-chief in Paris said they don't care, we won't have you there too long, there's no intervention from the direction in Paris from what you're writing. What I mean is that when you have a problem with the French government, we are always supported by the *** Editor???

Which means we are totally independent from the government, not a state agency at all.

Z: In the rest of Africa, what is the primary language that you use to report news, is it English, and also French?

SB: In Africa, the two main languages are English and French. So AFP, we have wires in English, French, German, Portuguese, Spanish, Arabic, I think they will launch soon the Chinese wire. So all the stories in Africa we write in English and in French. But which means we have a regional office based in Brazil and Rio, they will translate some of our stories in Portuguese for the Portuguese client. Something in Spanish desk will translate African stories in French or English, will translate it in Spain, some are translated in Arabic. But the projection of the stories in Africa are in French and English, but they are translated in important languages.

Z: I'm interested, did AFP have bureaus in SA during the apartheid years?

SB: Yes, but it was difficult. You should speak to... err, I was not here, but it was difficult, it was very difficult. We were based, err in this time it was down town. It was very difficult because of course we wanted to talk to the regime, to the ANC at the time, we had to work with, from this side, I know of some journalists who were going in the townships, it was very dangerous. But of course, we were not able to give the position of apartheid, the regime. It was not our job, we had to give their position, but we also had to see how it was in the townships. It was very difficult, I know.

Z: So the same laws at the time, that impacted on the SA media also impacted on the AFP, by way of fines, bannings and such?

SB: Oh, yes, it was the same thing. A lot of the journalist from the AFP had been arrested. It was very difficult. I was not here, but I know that, some were here, he's not here now, but there is a man who was working here from the 70s and 80s. He can explain to you better, but he's not a journalist, he's a [general worker] chauffeur, driver, guide. He's an old man now, he was accompanying the journalists in the field. He is with AFP 40 yrs. now.

Z: Any thing else that you would like to add in terms of changing trends in news flows, problems or more accessibility?

SB: In SA it's easy to work. It's one of the few countries in Africa where it's easy to work, also Angola. For me it's easy to get information and you get a lot of, err, even with the government, you get good information. It's well organised. Sometimes it's difficult, but when you call someone, he wouldn't say no. If he doesn't know at least he will try. Although the rest of the region it's difficult to get substantial information. Unless they want to tell you something, they will summon you because of the country. But SA it's a good example not only for the media, but also on the continent. No special problem. The message is AFP is not a state agency, on the contrary to what a lot of people think.

Z: What kind of relationship would you say you have with the new government, the ANC, as an international news agency?

SB: Well we have normal relations. We are quite well known in SA. When they have something they invite us if they have something to say, when they organise a press conference. When they had these talks in the Ivory Coast, we were invited. We have normal work. It's the

APPENDIX 4c:

Z: Do you think it might have a deeper underlying definition of what news values and news ethics play?

JC: Yes, that is possible because it has to do with; who are the people that ended up in PANA, who was the editor in chief, who were the people managing it, were they the best people who could be there in terms of objectivity, were they people chosen on the merits of their objectivity, their professional reputation, or were they sent there by the governments as a way of jobs for the boys – this is someone that I like, he's a friend of the minister of information of Nigeria so we send him to PANA, [for instance]. So, that is that.

Z: Does Reuters have no links with PANA in terms of being on the African continent, in terms of receiving news giving news.

JC: No, we have no relationship with PANA. In fact, I don't even remember us picking a PANA story, we don't even look at them. That's how good or not they are.

Z: Would you then say, if the tables are turned, that possibly Sapa, and UNI and PTI in India, have more or less been successful, I mean they have stayed afloat, because of their links with Reuters?

JC: You see, well, not so much because of the news they get; they have that professionalism that has been shaped by their relationship with Reuters, that's what. Two, the difference with PANA and say Sapa is that when an agency is covering one country, they've got a definite territory that they cover that we know. So, we know that they have more people in KwaZulu-Natal that we could never. So we look at that because we don't have people, we have someone in Durban, but we don't have people all over KwaZulu-Natal they way Sapa can have a story from Pietermaritzburg, for instance, we don't have anybody there. We look at that. Pana, for instance, Pana, their correspondents tend to be in the places where Reuters tends to already have correspondents, so there's very little they can tell us that we don't already know.

Z: So, in terms of shaping news or selecting news, like you said going back to that lock-up situation in terms of the budget speech, in terms of [various] interpretation[s] of a particular item, couldn't Pana give a broader view [on Africa] been an African continental agency, than Reuters could? Unless you have African journalists who have lived in the [African] context, who know the context and the country, the history. So would n't Pana give a richer view or interpretation of a story than say, well for argument sake I mean?

JC: Well it could, but I don't see that in the, how many times do you see Pana stories in SA newspapers for instance? So you wonder whether they [Pana] are doing that [reporting the context].

Z: Actually, I can't get hold of them. They are like a shadow agency.

JC: Yes, that's exactly what I'm trying to say. When an agency is owned on the basis of, err it's a command operation. So, I'm trying to think of under what circumstances would I pick a Pana story. There's no circumstances where I would pick a Pana story, but I don't think they are using that capability and potential enough [i.e. to report Africa] because they are set-up by the AU, originally, and they are seen [by who?] as an African thing. They should, for instance, have more access to people who would be more reluctant to speak to say, the Western media. Say, Mugabe might be more inclined to give Pana an exhaustive interview, and if Pana interview Mugabe and he says things that are news worthy, we'll pick it up. Kudafi, if Pana goes and interviews former Ethiopian ruler, Mengistu, who has been hiding in Zimbabwe and doesn't talk to anybody. If Pana gets an exclusive interview with him, we'll pick it up. That is the strength that should be exploited [by them], in my view, but I don't think they do it enough because I haven't seen an interview they've done with anybody that

NEWS AGENCY/ ORGANIZATION

THEME 1: GLOBAL NEWS FLOWS and monopolization, imbalances, Cold War, NWICO, NAM, Globalization, Comparisons
Color Coding Blue SUMMARY OF QUESTIONS: Emerging sub-themes/categories
QUESTIONS see "I"

3 ASSOCIATED PRESS

What kind of news are you looking for?
And do you have your own journalists out
there collecting news or are you getting
news from outside?

Obviously when you're working for an agency
you don't cover a country the same way a
newspaper does. I mean the news that's
interesting to us is news that somebody
outside of SA would want.

I mean the news that's interesting to us is
news that somebody outside of SA would
want. We're not so interested in providing
SA with South African news. We're inter-
ested in providing the rest of the world with
news from SA. So a story may be locally
important, but not quite as important to the
rest of the world. So we don't do every spa-
row that falls as part of journalism as an
agency abroad, whereas the newspaper &
telecast does in that area. But our readers
are all over the world. There's no point in us
writing a story to go to Japan & S. America,
& N. America & Europe that only has interest
in SA.

So in terms of that what types of stories
would you focus on in SA?

Well, there's no particular focus. It really
changes. We do business stories from
here when it's a story that business peo-
ple in other parts of the world would care
about. We obviously do a lot of local stor-
ies, a lot of stories about development,
AIDS, etc. But we do stories that would
have impact somewhere else so that peo-
ple would want to read it. And stories
that may say something about the coun-
try or the region, so other people can
understand it better. The idea is that they
don't have correspondence here so the
only news they get from here would be
from someone like us. There's only a hand-
ful of newspapers in the world that really
have a lot of foreign correspondents. A
couple of British papers, a couple of French
papers etc. In America, there's many news
papers that are in America & those that
have a lot of foreign correspondents:
The L.A. Times, the Washington Post, &
the New York Times. Others have few,
but they certainly can't cover the world.
The Times & the Post and the NY Times
are the only people who can. So if we have
I'm not sure what the total is right now but
say we have 1500 newspapers in America
that are our clients, they would rely on our
[AP] staff. Ten of them would rely on us
exclusively for foreign news. Maybe not
exclusively, they might have another agen-
cy as well, but they rely on agencies
exclusively for foreign news? They wouldn't
have their own foreign correspondents.

So your subscribers overseas, do they
pay for a similar package say SAPA,
a similar rate to what subs in the US
might pay?

No, they pay different rates for different
reasons & because the packages are not
the same, and you negotiate different
contracts. When we negotiate contracts
for SAPA, they pay us maybe more
than any individual newspaper because
what SAPA does is that they re-dis-
tribute AP news to SA's newspapers,
so the only way you can get AP news
in SA is to subscribe to SAPA. You
get photos separately. The only way
you can get them tagged to news is-
if it's through the subscription to SAPA.
So SAPA basically pays us for the
right to distribute our news here. And,
their members want it that way. It ac-
tually works out cheaper for the individ-
ual newspapers. If every newspaper in SA had
to pay us directly for the level of service
they are getting, it would cost more. Ther-
e's some economies of scale here, it's
cheaper for us & easier for us to just
sell to SAPA.

We might not make quite as much, but
five had to sell to every individual newspaper
maybe we'd only sell "or individually".
I think that gets all confusing, but basic-
ally I think (...) that the package varies
from place to place according to individ-
ual needs. And the subscribers have a lot to
say in what it is they want, on what level
of service they want, and then they nego-
tiate policy.

Reuters tends to focus on financial
& economic news, what's AP's focus?

General news. We don't... I mean we try
to do all the news that's important, but
it depends on how you measure news
organisations. In one way you would
measure news organisations: Reuters is
a bigger corporation. In another way, we're
the largest news gathering operation
because we only gather news, we don't sell
screen services, this is what Reuters do-
es. Reuters sells a lot of its services to
stock-brokers & banks, we don't do that,
we sell to media outlets.

(Would you call it hard news?)

Yeah, hard news. WE do sports, we do
business. We do everything, but we don't
have the screen service. We don't sell to
stock-brokers, we sell to newspapers,
broadcast stations... we wholesale news to
news organisations that can get AP on
a website, but that's a little bit different.
Our central focus is being a wholesaler
of news to news organisations. And
Reuters' central focus is on finance. Only
7% of their revenue now comes from tra-
ditional news sources, the rest from ban-
ks, stock-brokers, brokerage firms, because
they really... I'm not trying to pick on them,
it's just that their business model, they
feel like that's where the money is for
them, is to sell these financial services
and their news services serve half their
patients... keep their patients in there].
They're good competitors, they work har-
d, in a way it's basically there to add
credibility to their financial services. You
know, a financial service that is backed
by a news service that people believed
in. So...

in. So...

(Q. Are they the only ones doing that
[kind of news/financial service?])

They're not the only ones doing it. There's
Bloomberg. And there are others as well.
But Bloomberg & Reuters are the two
major players in this service. [A 3rd major
player is Dow Jones].

News in globalised world
(changes in context)
niches → strengths of global agencies

APPENDIX 5a:

1. It's interesting that the so-called client
of a news agency do have a strong
indirect relation to the kinds of news
stories it produces. Agencies focus on the
clientele, therefore presents an interesting,
though somewhat inaccessible group to be
researched.

2. Pay attention to all the comments made by Foreign Sanctions (IFS)
with a global agencies seeking to do development stories, etc,
not because of concern, but because it sells, there's now a
market for it for them.

3. Isn't this comment a little bit subjective: that a country or a
region should be seen to others through the eyes, so to speak, of
the global agency?

[For further & further research, it would be useful to look at L
national news, have an interview with a selection of news agencies & have a chart influence + selection]

4. The networking of global news agencies
is providing their local media (newspapers)
etc. with international news from all over
the world, reveal to some extent just how
central information & news flows are in an
age of globalization, but more so in a capitalist
age of productivity, consumption & distribution
(dissemination)

5. SAPA then is a central distribution network of
international news (local) to subscribing media in SA
(correct?) SAPA's owner, a newspaper group

THEME 3: NEWS FLOW AGREEMENTS/RELATIONS: GLOBAL AGENCIES AND AFRICAN CONTINENT

NEWS AGENCY/
ORGANIZATION:

Color Coding Pink
Questions: see "1"

Is it problematic that news agencies like in Africa the Middle East the Far East even in Moscow still have strong quotas & therefore their news is always seen as suspect?

1 SAPA

APPENDIX 5b:

Yes, that's the huge dilemma particularly of the African news agencies. We have been trying hard since '94 to make contact with other African news agencies. But the fundamental clash comes in where they are ideologically based, govt funded, govt staffed & we are private in the sense of we have our own sins to bear in the sense of being owned by the newspapers, but we're not beholden to that phone call from the minister at night saying this is what you must do. In fact, we have some pretty vigorous fights with them & get quite blunt. We have tried news exchanges with other African news agencies & I strongly feel that Africa should report itself: why should we rely on AFP to tell us what's happening in Gabon or in Zimbabwe? But in all instances with other African news agencies the exchange of news has been unequal & the quality of news we're getting is atrocious. It's late, it's slow, it's biased, it's what the minister said, & therefore Reuters, AP, AFP, DPA news, the western colonial kind of news is still better in spite of it being biased in the sense that everything that happens in Africa is a bloody mess. I mean, that's why PANNA has never worked. We've tried exchanges with MENA news agency in Cairo, Maghreb Arab Press, Nigerians, we used to run Ziana in Zimbabwe, we sold it to Mugabe & Co. we offered & then helped out from a distance to set up Nampia in Namibia, they still buy us, we've tried with Angop, Alim, some of the West African sporadic contract, & eventually one of them just died on the vine because we felt we were putting in a lot more than we were getting back. And we were getting back this sort of forelocked tugging news.

at the heart of it then is this whole culturalisation of news, what news is to the different nations & what's the history of it here as it developed in this country [& in African countries]?

Look, there's a huge divide at the moment and as always, the answer is somewhere in the middle of it, you got the criticism that is really valid, I think, that Western news agencies shouldn't be reporting Africa for Africans. They report primarily for their markets in London, Hamburg, New York, Paris. We're [Africa] a secondary market for them. But the other side of the extreme is that everything those Western news agencies do is wrong about Africa. They actually report Africa fairly accurately to a large extent. But the answer is somewhere in-between there, that there is a lot about Africa that is not being reported. That is actually pretty good news & that it should be reported that is not being done. So a combination of Africa reporting itself accurately, objectively and so on, with a bit of Western so-called news. People like Xinhua, & the Japanese [Yonoh], and the Non-aligned, they also have a role in global news flows. Then you could get a better coverage of Africa. But right now, it's either the complete mess of Africa, or the inability of Africa to report itself.

Yes, they all have offices here. They have a fluctuating history as well. When SAPA was founded, basically the Reuters' operation in SA became SAPA. Then Reuters had 2 or 3 journalists who lived in our offices & would send 1 or 2 stories a day from the massive domestic news. In later yrs, Associated Press, the Americans, discovered that Africa was a bit of an interesting place & they would send 1 or 2 reporters here, AFP on and off throughout the yrs, now they've got quite a bigger operation. Reuters is still the biggest. After our big fight when they tried to exterminate us, & we survived, we're now friends with them again. We sell our content to them [Reuters] but we don't buy from them. They have a largely financial orientated news service still. I think they have 20, 30, 40, 50 people, but they're more than a news agency. AP, Terry Leonard & Co. they have a 5 or 6 people, including photographer admin, whatever, & his beat is Southern Africa based. So when, for eg. Baghdad explodes or when there's a big earthquake in Pakistan, he gets told by New York to send 2 of his news people from here, AFP, in recent yrs, the Franco phone imperialism, they've decided to expand in Africa quite heavily. See they are not accountable to shareholders.

[Yes] throughout Africa. They were always ruse on an African country and they noticed it expanded & they now have decided to expand. They've now got a crew of also about 8 or 9 people of which at least 3 of them are Sapa people which they recruited from us. So the others foreign agencies are very much smaller. Dpa: 2 people, one local, one guy that they bring in. The rest are a sprinkling of individuals. One correspondent for Kyodo News Agency [Japanese], one correspondent from Itar-Tass, Itar-Tass do have an office here, but I don't know who the guy, the new replacement is. He came from Madagascar but the other one went back to Moscow. It was at the end of last yr. One correspondent only who subscribes to Sapa & basically selects a few items from Sapa every day & sends it off to Moscow. The other guys that are trying to get bigger expanded in Africa are the Xinhua agency, people mutter about the new colonization of Africa by them, Beijing [China]. So they have 2 or 3 people here and they are spreading out around Africa as well.

1. This is previous comments points out that I concept of news is fundamentally a western construct in a sense of what news is & what news is wanted for & what it is meant to do. In traditional non-western perception of & ideas of what & how news is used for there are greatly varied different understandings compared to western views. One should ask whether this situation of difference is an intended or unintended consequence of a history of relationships between west & east & development of news with a system of Capitalism.

NEWS AGENCY/
ORGANIZATION:

THEME 4: ORGANIZATIONAL STRUCTURE OF AGENCIES/ ORGANIZATIONS.
Color Coding Green SUMMARY OF QUESTIONS - Emerging Sub-Themes/Categories:
4Questions see "1"

1 SAPA

...an incorporated associatn. not for gain. Is a central distribution point for all de newspapers in SAJ. Newspaps all around the country feed their local news to SAPA. It wud be subd up in a general newspaper style&distributed around the country. That redistributive/distribution network has largely fallen away with commercialization& increasing competition amongst various newspap groups. We are still...but what happened.

It has a 24hr news desk; it's always had a 24hr news desk and it supplies the content; what people [clients] want. You get if news feed as part of a domestic news file (subscribers). We've got that niche. It's not a glamorous job. It's what I call production-line journalism.

Mark joined Sapa in 1983 in the Parliamentary Press gallery, reporting politics. Parliament in 1989 went to London as editor for Sapa on Fleet Str. In '89&91 that closed down cos the exchange rate became a lot. I came back to Sapa in Jhb appointed editor in 1992. We're a Section 21 company [Sapa], founded in 1938 from the then Reuters-South Africa news agency.

[The end of the cooperative process at Sapa] happened in the 1970s, around the time of the Soweto riots in 1976. Sapa started to generate some of its own news copy to a large extent.

We're a Section 21 Company founded in the interest of the association members& in the public interest. That's the criteria. So we have a public duty in a sense, but it's owned by the newspapers& they don't want anyone else to come near it.

SAPA is still a cooperative.

Concentrates on the domestic news file. Strong on domestic news. Our strength today is a content-provider but to the global agencies and local newspapers].

COMMENT 1: ① You must go into NEWS24. It's free access stuff [online], IOL, etc. You will see those Internet sites are jammed full of SAPA stuff. It's all coming from the steady processing.

Good, dramatic stuff. Follow a routine. We have our own journalists gathering news.

The structure of SAPA, well there's a Board of Directors which consists of the Owners, MD, Chief Executives, whatever, of the newspaper group[s]. John Com, Naspers, IN, ... [So you got guys like Tony Howard of Independent (IN-owned by Tony O'Reilly). Technically, Conny Meulst of John Com or his alternative, etc., who sits on SAPA's Board. They approve or disapprove budgets, Board strategy.]

[Q. All the major newspaper groups?]

A. The newspaper groups now. It used to be the individual newspapers, but now in their big groups. So now you got Media24, Naspers, Independent Newspapers, the John Com Group/Caxtons. Those are the four big ones. The Sowetan and Mail disappeared into John Com, basically. No more independent newspapers]. There used to be a few independent directors, the last one was the Natal Witness. These guys sit on the SAPA Board, myself as the Editor & my counterpart, William Davis, is the Manager. We report into the SAPA Board. I'm responsible for editorial and he's responsible for administration & the financial respectability of SAPA. My job is to spend it, his job is to try & get it and to stop me spending so much. So when it comes to contracts & getting money in etc., William has the so-called primary responsibility for it. We'll be [work closely together. We will work collectively/closely on working out various subscriber contracts, like that whole thing: how much do you think we can charge? How much do you think we can get away with? Or with, like the Annual negotiations with the SABC, or with the Nampel/Namibian guys]

It's difficult to see how much you can get away with, with a few subscribers. It's not possible with the global news agencies as well.]

I say [get away with] in jest, but I mean look at the Nova newspaper, they're using SAPA. They come to us& they say we want to buy SAPA, what's your fee? And we say, well we don't know becos normally we'll base our fee on your circulation, on your A.B.C.s, your frequency of publication, etc. But there is no basis. So we say, what's your print run? And they will lie, of course, and say, the print run is, you know, a lot. And we'll say, well we will charge you this. And they'll say, well actually, it's not so much, it's actually just a beginning print run. And so we'll charge them just the interim fee for six months. William & I will sit and discuss it& work out what do you think. Obviously we want to maximize income, but there is a fixed formula for charging newspapers. It's a bit more of a difficult thing when you say, well what do we charge an Internet site that wants to use SAPA content. And you try to work out a formula, say, how much will they use, how often will they update and [then] work out a fee based on that. So the revenue generation is a matter of the SAPA's managerial jurisdiction, as such, obviously accountable to the Board.

So in a sense, the editorial output is the product which is sold to gain the revenue to pay for the editorial, if you're with me. We are a non-profit making company. We must sell our product to be able to fund the production of our product. We're not in the game of making profit. Maybe that's why we don't stay in five-star hotels and that. We're totally focused on the product as a news agency/business that we're in. We're not looking at it as other side products, like newspapers will have other

1. Global agencies guarantee in domestic/local areas? feed off domestic agencies therefore don't encroach on 'what' areas?

APPENDIX 5c: