

Seychelles Media Commission

Complaint by Mr. Don Marguerite and Mrs. Zita Marguerite against the Seychelles Broadcasting Corporation (SBC)

Background:

Mr. and Mrs. Marguerite's grievance is in respect of the SBC's refusal to broadcast a video clip of the song 'Ou'n Fer Li' that they claim to have invested time and money in to produce for their son, Daniel Marguerite, who has adopted the stage name 'Danielo'. At the time the video clip was produced, in 2012, Danielo was 16 or 17 years old. In a letter dated 16th October 2012 to the complainant, the CEO of SBC stated that the main reason that the SBC would not broadcast the video clip was that it promoted disobedience towards parents and encouraged underage girls and boys to abscond from home and that this was not in line with the ongoing drive for moral renaissance. Mr. and Mrs. Marguerite are of the view that the SBC was being unfair to their son as some other video clips being broadcast on SBC TV promote violence and other immoral behaviour. They supported their argument by providing video clips of the songs 'Mon'n Eseye' and 'Retournen' sung by *YF Crew*, which the complainant said were broadcast in the music programme 'Vibes' on the SBC. The couple lodged a complaint with the Seychelles Media Commission in July 2013. Copies of correspondence with the SBC and the Principal Secretary for Culture in the Ministry of Tourism and Culture were also submitted.

Methodology:

The Commission viewed the video clip of 'Oun Fer Li' by Danielo and the two other video clips by *YF Crew*. Commission Member, Mr. Jean-Claude Matombé, who has a background in video production and is also the Communications Coordinator at the National Council for Children, did an analysis of the video clips and submitted his findings (Annexe A) to the Commission.

The letters of the CEO of SBC and the Principal Secretary for Culture were also considered and confirmed the SBC's stance on the issue. Therefore, the Commission did not find it necessary to request further explanation from the SBC.

Findings:

- 1.0 The Commission concurs that the reasons provided by the SBC for not broadcasting the video clip 'Ou'n Fer Li' were reasonable because the video clip;
 - a) encourages girls to elope
 - b) is subtly promoting subversive shock values
 - c) promotes rebelliousness and pushes set parental boundaries

- 2.0 The video seems to be suggesting to other young people that disobedience of parents is a normal reaction expected of them.

- 3.0 The Commission finds the audio of the song 'Ou'n Fer Li' is currently on SBC Paradise FM playlist and no objections have been raised; the objection is to the video clip.

- 4.0 The Commission notes that the SBC had invited Mr. and Mrs. Marguerite to view the video clip and to point out where the issues were.

- 5.0 However, the Commission is of the view that the video clips of *YF Crew* that were broadcast on the SBC, are contrary to the principles of moral renaissance as these clips:
 - a) showed aggressive behaviours and negative gender role portrayal of especially young girls
 - b) presented a false impression of the reality of violence using hand-guns
 - c) depicted children in school uniform celebrating promiscuity
 - d) reinforced the normality of stealing and abusing others

6.0 The Commission is of the view that in airing the video of *YF Crew* on the SBC whilst banning Danielo's clip under the justification of moral renaissance leaves the SBC open to questions on fair treatment of artists.

Ruling:

- 1.0 The SBC was right in refusing to broadcast the video clip of 'Ou'n Fer Li' as submitted to them.
- 2.0 The SBC has however not applied the same stringent criteria to the video clips of *YF Crew* and possibly some others as generally observed.

Recommendations:

- A. The SBC establishes and publishes guidelines for video clips that are produced for broadcast on the SBC.
- B. The SBC applies set guidelines for production and vetting of video clips for broadcast on its channels.
- C. The SBC exercises fairness when applying principles of social/moral renaissance and that those standards are applied across the board.
- D. The SBC undertakes a review and re-evaluation of message content of video clips and consider re-editing or removing those that do not conform to established values and guidelines.

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2

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Chairperson & CEO



11th December 2013