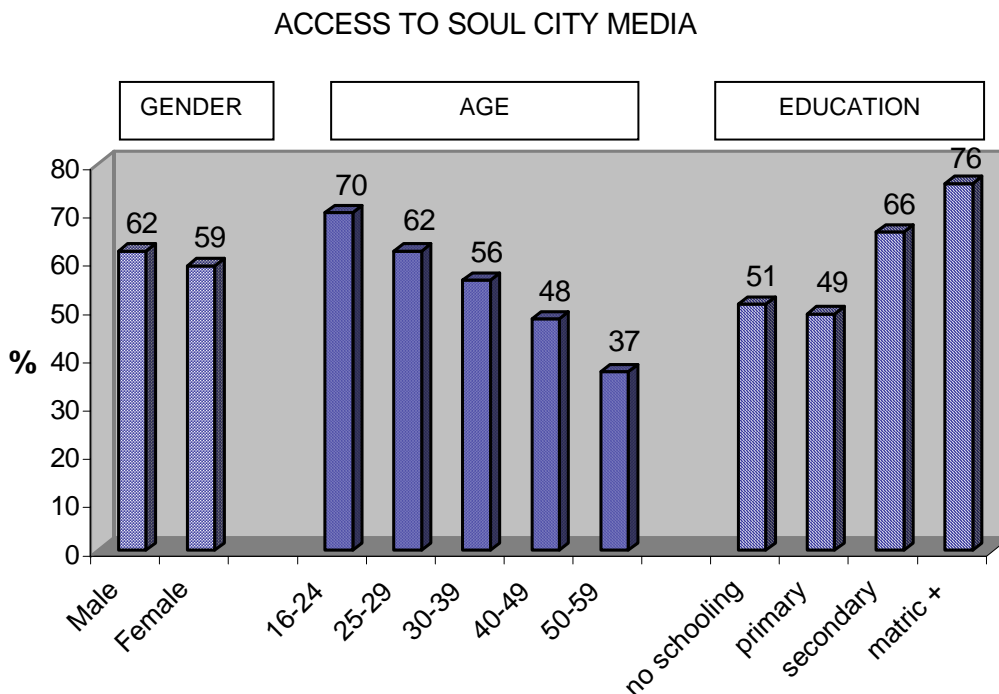


Who did we reach?



TV&RADIO

"I heard about this radio from the conversations of my friends at school"
 INFORMAL, male, 16-25 years]

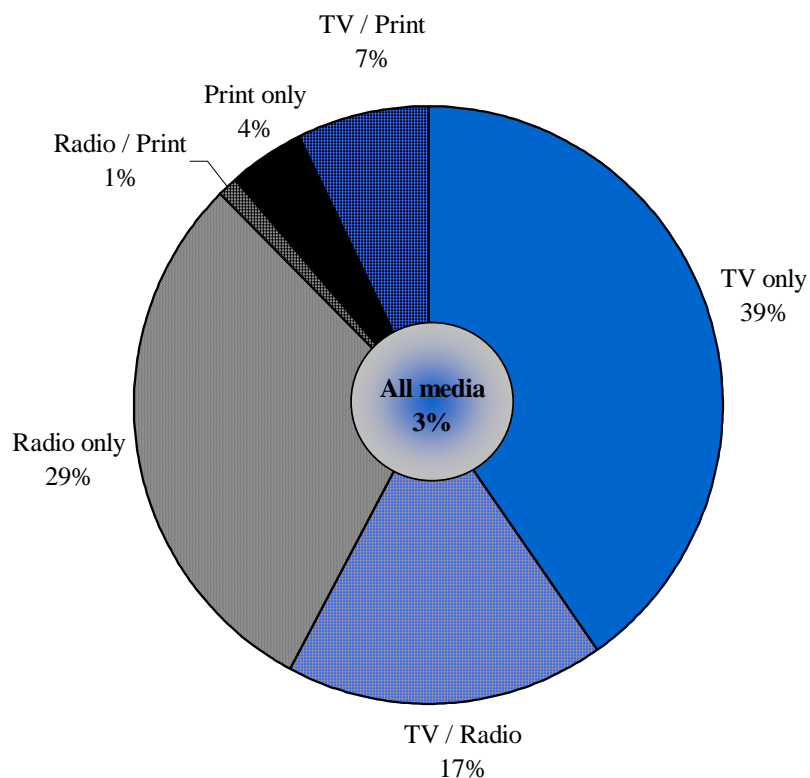
- The Soul City campaign was successful in reaching youth - the primary target market. This is partly due to the fact that young people watch more television, and partly due to the enormous popularity of the TV and radio series among youth.

TV

"My grandmother used to watch Soul City a lot since she was always in front of the television. So I used to discuss it with her, and sometimes when I missed some episodes she used to fill me in about what was happening."
 [New Brighton, mixed gender, 13-15 years]

- Half of those with no formal education or only primary education, had been exposed to Soul City. Generally people with lower education levels have greater need of information but less access to media, and these results reflect an important achievement in reaching the less educated audience.

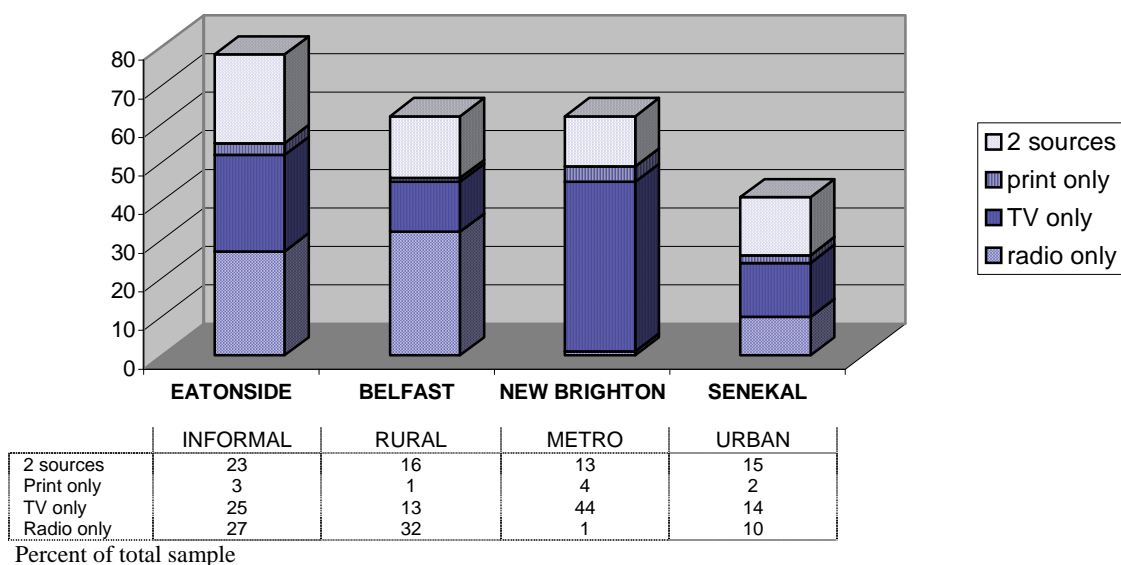
Who Accessed Soul City media?



- Television was the most effective single medium, closely followed by radio.
- However, in order to gauge the success of the multi-media vehicle one must also consider the overlap, where the campaign was accessed through more than one media source.
- While 66% of those who were exposed to the campaign had seen the TV programme, nearly a third saw the TV series and also accessed the campaign through another medium.
- Similarly, while half of those who accessed the campaign had heard the radio programme, over 20% had been exposed to other media as well as radio.
- As would be expected the print media were accessed almost exclusively by literate people in urban areas. Given this limitation, it is a success of the campaign that 15% of those exposed to the campaign had seen the newspaper supplement. The power of printed material is that people tend to keep for reference or circulate it in the community, so this figure is a conservative reflection of the print component's reach.

How did the multi-media campaign serve different areas?

ACCESS TO SOUL CITY MEDIA BY SITE



- Formal metropolitan areas have the easiest access to mainstream media, followed by formal and informal urban areas. Rural areas are worst served by the mainstream media. The diagram above illustrates the success of the multi-media campaign in reaching different types of areas.
- Despite its remote location, Belfast had the same exposure levels as the metropolitan township of New Brighton. The rural audience accessed the campaign largely through the radio programme, while exposure in the metropolitan area was mainly via TV. This reliance on different media is to be expected, and demonstrates the way in which the multi-media vehicle can be accessed by diverse communities. As rural people are less likely to have access to health information from other sources, the success of the campaign in reaching rural areas is an important result for Soul City.
- By contrast, residents of the informal metropolitan area of Eatonside and the formal urban area of Senekal, accessed the campaign through a relatively even spread of media, again demonstrating the appropriate nature of the multi-media vehicle in these areas.

TELEVISION

How many viewers did the series reach?

Audience viewership figures show that on average, nearly 1.9million people watched Soul City each week.

The enormous popularity of the programme is borne out by the audience ratings for SABC1. The columns below represent *Soul City's* overall position in the top ten programme ratings, determined by how many people watched the programme each week. The audience ratings demonstrate the success of *Soul City*, which consistently out-performed the majority of other popular soap operas and dramas.

TOP 10 TV PROGRAMMES : SABC1 (SOUL CITY'S POSITION)		
WEEK STARTING	ADULTS (16+)	CHILDREN (<16)
12 August	3 rd	2 nd
19 August	2 nd	2 nd
26 August	2 nd	1 st
02 September	2 nd	2 nd
09 September	2 nd	1 st
16 September	1 st	1 st
23 September	1 st	1 st
30 September	2 nd	2 nd
07 October	2 nd	1 st
14 October	3 rd	1 st
21 October *	9 th *	6 th *
29 October	1 st	1 st

* There was a blackout for television in many parts of the country on the 22nd October

- The programme positions are calculated on total viewership figures – on average, 13% of adults and 20% of children nationally watched Soul City each week.
- The figures are considerably higher for black viewers: an average 27% of Nguni and SeSotho speakers watched each Soul City episode (AMPS¹ are measured in these categories). This means that while the programme was extremely popular amongst South Africans generally, it did appeal particularly to the young black viewers it was targeting.
- Soul City's popularity is derived from both its entertaining and educational elements. A study conducted by the SABC showed that 42% of TV viewers watched educational programmes, and of these Soul City was the programme most frequently mentioned.

¹ AMPS – Audience ratings measured by the South African Advertising Research Foundation

IMPACT OF THE EDUTAINMENT VEHICLE

Were the messages accessible?

TV&RADIO

“I think it’s good that they should use different languages because the messages can be heard by everyone, unlike if it is only Zulu and Sotho, people would complain.” [Female, informal]

TV&RADIO

“It is good because people will learn that they should know different languages”
[Female, informal]

TV

“With me there were parts that I did not understand because of the usage of other languages...”
[Mixed gender, 16-25 yrs urban]

It was crucial that the Soul City messages be conveyed in a simple and accurate way, particularly since the specific health and lifestyle issues being dealt with are themselves surrounded by a myriad of perceptions, beliefs and practices - many of which the campaign aimed to clarify or dispel. Whether viewers could understand what characters were saying was a critical aspect of whether health messages were successfully conveyed.

The radio series was broadcast in 8 different languages on separate language stations, catering for a range of specific language groups.

The TV programme used a mixture of languages (including English, Xhosa, Zulu, Sotho, Tswana and some Pedi), with actors mixing languages, depending on their background. When languages other than English were spoken, English sub-titles were used to increase accessibility.

The efficacy of this technique was endorsed in the evaluation, with 87% of respondents reporting that they had found the subtitles helpful. Some people reported difficulties with the language and sub-titles, both of which require a fair level of language proficiency.

The booklets, which provided the most detailed information on issues, highlighted potentially difficult English words and mother tongue translations in several languages.

Were the characters real?

TV

“I liked the characters so much because they were so simple and natural. The characters which they portrayed were so real.”

[Male, 25-40 yrs, metro]

“I liked Ali. I think he is a funny character.”

[Mixed gender, 25-40 yrs, urban]

“I liked the actress who showed courage even when she was raped by her uncle. She ensured her uncle got arrested”

[Mixed gender, 13-15 yrs, urban]

“I did not like Victoria because she was jealous.”

[Female, informal]

RADIO

“I liked Mologethi for working for his community against forced removals when the squatters were accused of causing soil erosion and water pollution through their informal settlement.”

It is important that the audience is able to believe in and identify with characters in the drama, because it is the characters who impart much of the information and provide role models for changing behaviour.

92% of TV viewers and 86% of radio listeners said they like the characters in *Soul City* and *Soul City radio story* respectively.

Strong reactions emerged in discussions about the characters. Many of the responses were related to what characters did or believed in, indicating that the characters and messages were well integrated. For example, where a young male viewer said:

“I liked that part played by Stanza who forced his girlfriend to sleep with him because he was influenced by his friends. That part showed us that we must not always listen to friends as peer pressure can mislead sometimes. I liked Stanza as a character.” [male, 16-25 yrs]

In this instance, part of the reason for Stanza’s success as a character is that his actions effectively conveyed a message which was relevant to the audience.

The dramas had a colourful range of characters, extending from young and adventurous to old and wise. As would be expected, younger viewers tended to identify more with the younger characters, and older viewers with the older characters.

In drama of this kind it is important to spice the cast with a few “bad” characters, and in *Soul City* these characters often had important messages to convey. That the audience felt strongly about these characters is indicative of the success of the drama.

“We did not like Zama. What she did was terrible.”
“But Zama played that part very well. She really portrayed someone who is cruel and selfish.” [female, 40+ yrs]

Drama as a vehicle for health messages

TV

"I like the part where there were heavy floods which damaged and destroyed most of the shacks, and people decided to work as one group and demand houses from the government"

[Mixed gender, 13-15 yrs, metro]

"Was Soul City entertainment or education? It was balanced 50/50."

[Mixed gender, 16-25 yrs, formal]

RADIO

"...the part where the employer decided to expel all HIV positive employees from work. However, one employee challenged that decision on the basis that AIDS is not transmitted through other means than sexual intercourse."

[Male, 25-40, informal]

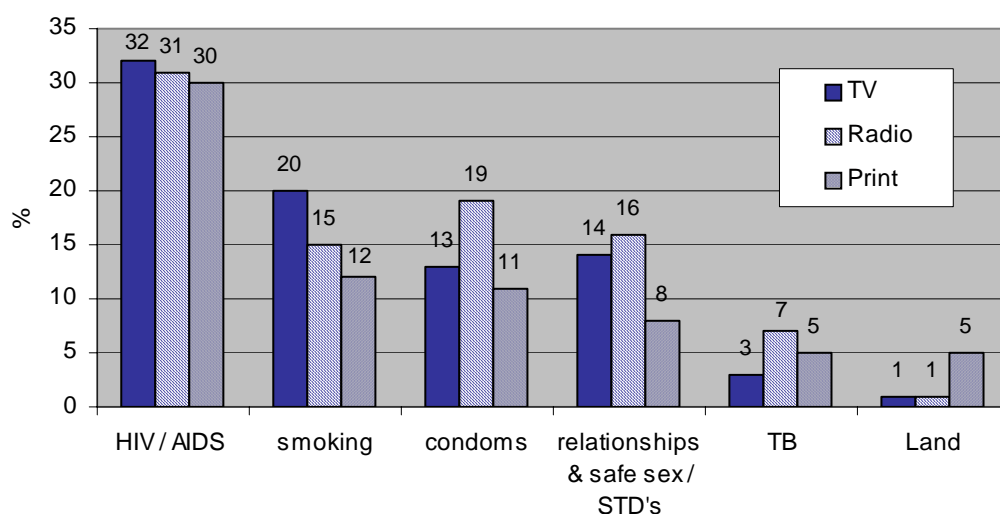
TV

"It was all positive because it portrayed realities among black people; it was guidance."

[Male, 16-25 yrs, informal]

- The principle of edutainment is that messages are contained within the story, and can be personified through the characters. Storylines are easy to remember, and this in turn increases message retention.
- Almost all viewers could remember a story from Soul City. Respondents were more likely to remember highly dramatic elements, emphasising the strength of edutainment in drawing audiences.
- TV viewers could remember stories more easily than radio audiences. A number of factors could influence this, including the length and frequency of programmes, the visual impact of television, and the type of audience for each medium.
- TV viewers tended to remember the more dramatic events the story, such as the death of a character or a love triangle, emphasising the power of edutainment in drawing audiences. It is possible that TV viewers are so accustomed to the dramatic "soap" genre that these elements are top of mind and more easily extracted.
- Many of the storylines which radio listeners remembered were linked to issues addressed over a number of episodes – such as a character contracting and dealing with TB, or a community's struggle for land.
- As would be expected, the stories which people remembered were those they liked, and these in turn were stories which had personal relevance. Soul City dealt with a number of issues, dramatised through interlocking stories with a wide range of characters. This gave everyone something to like and something to learn.

What did the audience learn about?



TV

“My opinion is that it relates reality with the intention of warning us about our mistakes in life.”

[Male, 16-25 yrs, informal]

TV&RADIO

“I liked the part where they were showing us the danger of cigarettes; that if a person is smoking in front of others they will be affected..”

[female, informal]

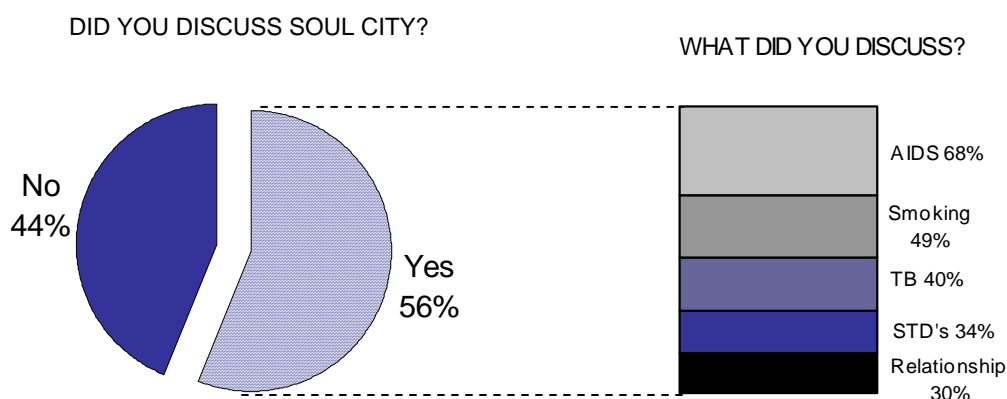
TV

“Soul City taught me that a person must have one partner in order to prevent AIDS.”

[female, formal]

- The storylines helped people to understand and remember messages. **A massive 95% of those who had been exposed to Soul City media said they had learnt something, and of these over three quarters reported that they had acted on or used this knowledge. This is an important success for Soul City.**
- It should be remembered that people learn what they need to learn, and therefore these results reflect not only the success of the various media in conveying information, but also the needs and profile of the audience. For instance, smokers (or people who live with smokers) are most likely to benefit from smoking messages, while sexually active people would benefit from messages about safe sex. Soul City deliberately tailored storylines and messages to the various media programmes in order to ensure optimal relevance for the respective audiences.
- All three media successfully conveyed messages about HIV / AIDS, with just under a third of those who had accessed Soul City learning something about these issues. The radio vehicle was particularly effective in educating people about safe sex and condoms.
- Smoking was another issue which came through strongly, particularly in the TV series, while radio listeners gained more from the component addressing tuberculosis.
- Land issues were dealt with extensively on the radio programme, but it was the printed booklets which provided the most detailed information.

How effective was Soul City in stimulating discussion?



The question of whether the audience discussed issues raised by Soul City is particularly important as an indication of whether the campaign sparked awareness and debate.

More than half the TV viewers discussed the programme afterwards, while slightly less than half the radio listeners talked about the show. Discussion took place in three main environments:

AT HOME:

"I have two daughters, one is 9 and the other one is 10 years old. I listen to the story with them and explain some of the parts they do not understand. I even told them about menstruation and contraceptives, and they asked me about Aids and STD's."

RADIO[Female, 40+, metro]

"I talked with my mother about it, especially about the part of that uncle who abuses his niece just because he was paying for her school fees....."

TV [13-15 yrs, formal]

AT SCHOOL:

"We talked about it at school with our teacher – especially wrong things we must not do as teenagers."

[13-15 yrs, formal]

TV

"Sometimes if we had a part which we did not understand we would ask one of the teachers and she would tell us all that we need to know."

[13-15 yrs, formal]

TV

AMONG FRIENDS:

"We used to discuss every time... with other women we used to advise each other that we must use condoms if we go out with our boyfriends; if we don't we will bring Aids to our husbands."

[Female, informal]

RADIO

"I have also discussed with friends. With me we discussed about the badness of car hijacking as I was once a perpetrator. Through the Soul City I have learned to sympathize with the victim and quit hijacking."

[Male, 16-25 yrs, informal]

TV

Some of the issues which Soul City deals with are embarrassing or complicated. Soul City provides parents and other educators with information which they can pass on, and has an important role in broaching issues which might not otherwise be discussed:

"It plays as regarding parental advice to children; it advises parents on how to raise their children as well."

[Male, 25-40 yrs, informal]

TV

"My main interest is in that the story supplements the role of parents in children's lives since some parents are ashamed to discuss sex-related subjects with their children."

[Male, 25-40 yrs, informal]

RADIO

"It taught me not to keep my problems to myself, I must tell someone. For an example if I am abused sexually."

mixed gender, 16-25 yrs, urban]

TV

"With me it has helped me to advise for my children because they are now grown up."

[Female, 40+ yrs, urban]

TV

"After seeing that episode when the uncle abuses that girl, I told my younger sister that if anything like that should happen to her, she should not be scared to tell me or my mother."

[Male, 25-40 yrs, metro]

TV

"Other parents especially when they shout at their children will say: 'you are doing that because you did not listen to Soul City!'"

[Female, informal]

RADIO
