

DEMOCRATIC **M**EDIA **T**RUST

DEMOCRATIC COMMUNICATIONS



CENTRE FOR

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The Democratic Media Trust was established as a multi media production centre in 1994. The central role of the trust is to promote, enhance, strengthen and develop media communications in South Africa. In pursuance of this role, the DMT has specific objectives:

- to facilitate and increase the communications capacity of disadvantaged communities in the areas of print and electronic media.
- to develop and produce publications and programmes that contribute to the process of reconstruction and development.
- to actively engage with community and worker structures and individuals to ensure a wide range of issues get addressed, including democratisation of cultural parastatals, and appropriate programmes and publications that inform, educate, entertain and service broader disadvantaged community. In realising these objectives the DMT will provide training in the various aspects of media and communications.

The DMT together with the three Italian Institutes of the Trade Union Movement-Isco/Cisl, Progetto Sviluppo/Cgil and Progetto Sud/Uil brought about the formation of the Centre For Democratic Communications (CDC). The Norwegian Peoples Aid (NPA) assisted in the formation and re-location of the Photo unit. The CDC has skilled personnel and advanced technology to undertake the following:

- Video Production
- Audio and Community Radio Programmes
- Print and Electronic Media
- Photographic Assignments
- Training and Development

In addition the CDC hires out its facilities to independent media workers. This includes video and audio editing facilities, design layout programs, electronic news and information publishing, and a range of services in the Photo Unit.

CDC VIDEO/TELEVISION

The objective of the Video & Television project is to produce documentaries for development issues as well as for entertainment. Such productions also ensure the addressing of the parallel concerns of broadcasting and national /international distribution. The primary motivation being the increase in the representation of workers and community issues.

The Video and Television project offers a range of production and post-production facilities which include:

1. POST PRODUCTION

State of the art video on line technology using the Avid 8000 digital editing suite outputting in any format of tape:

- 24 track recording and mixing
- Off-line editing
- On-line editing
- Separate logging and viewing station-linked to the edit suite
- Training and Development

2. PRODUCTION

The video unit produces video on a variety of themes and subjects, and includes the broad categories of issues relating to the RDP. Labour, culture, sociology, economics and conferences, exhibitions and festivals are also produced by the unit.

CDC RADIO/AUDIO

The audio and community Radio project's primary objective is to initiate, develop and promote programs for community radio. This project will focus on content relating to the RDP, issues relating to workers and the community and will provide emphasis on areas concerning training and broadcasting.

The project is a member of the National Community Radio Forum (NCRF).

1. BROADCASTING

The Radio project will emphasise and promote issues relating to the following:

- The Reconstruction and Development Programme (RDP)
- Industrial Restructuring
- Labour and the Government Labour Desk
- Industrial Councils
- Pension Funds-worker control
- Training skills and development
- Increasing worker participation

2. TRAINING

Workshops and seminars which promote and train people in techniques so as to broaden participation, skills and involvement in their community radio station. This includes management skills, specific role of membership and production skills in the following areas:

- News and current affairs, drama, script writing, documentaries, talk shows, etc.

CDC PRINT AND ELECTRONIC MEDIA

The aim of the Publishing project is to sustain the development of print and electronic communications for a progressive civil society. In addition, the project has developed strategies and is instituting a broad range of co-ordinated programs to enhance the emergence of the print and electronic communications especially in the disadvantaged communities. The scope of the project includes the following:

- News and information gathering and distribution
- Graphic design/layout and production
- Inter-Active multimedia development
- Training in publication production, media development and telecommunications.

1.PRODUCTION

- Publications development
- Advanced design/layout and production facilities
- High resolution black and white output to A3
- Full colour proofs to A3
- Telecommunications news and information delivery and development
- Interactive multi-media development
- Training in media communications.
- Training and Development



CDC PHOTO UNIT

The photo unit take cognisance of the fact that it has to address many areas in photography in order to redress the legacies of apartheid discrimination. The units fundamental objectives are prioritised in the spheres of education, training, marketing and management, production and a range of archival and documentary services. It has the following priorities:

- Encouraging and creating a broad awareness and knowledge of photography as an art form especially in disadvantaged communities. This includes comprehensive training and workshop programs to advance the skills of aspirant photographers.
- Providing an outlet through which photographers from disadvantaged communities can market their photographs-this will include advice on marketing techniques and the co-ordinating of exhibitions.
- Collating and disseminating the latest technology information to aspirant photographers so as to enhance their photographic skills.

The photo unit offers the following:

1.PRODUCTION

- Black and white colour slide printing
- Slide and photographic copying
- Commission work
- Film development -Black and White and Colour
- Table top product photography
- Portrait Photography
- Training and Development

2.ARHCIVAL MATERIAL INCLUDES

- Ely Weinberg Collection
- Saspu National Collection
- ANC in exile collection 1980-1991
- Political Events post 1991, - Culture; Unrest; Rural; etc.