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11 August 1993

TO: ALL NATIONAL ORGANISATIONS

FROM: DEBORA MARAKALALA - MEDIA CO-ORDINATOR

Dear Sisters

Re: Weekly Mail- Guardian workshop on women and Media.

I refer to the above matter and wish to extend an invitation to your organisation to send 1 representative, preferably, a woman Media/Public Relations Officer to attend this workshop.

The workshop will be held at Weekly Mail offices in Braamfontein.

The suggested date is the end of September, depending on the response by invited organisations.

Weekly Mail- Guardian women journalists are concerned and perturbed by the lack-of coverage on women issues by a broad spectrum of media in this country AND have therefore took a pain of checking with broad spectrum of women groups inside South Africa on this issue.

The Women's National Coalition was specifically invited to partake in this workshop because of its mass based nature. This workshop, I suppose will help enhance our struggle for gender equality and women rights we are currently engaged in.

(Please find attached an invitation letter from Weekly Mail-Guardian)

NOTE: On deciding whether or not to attend this workshop, first check IF;

any women rights campaign you are involved in?

how long has your campaign been running?

how long will your campaign be running?

who is your target group? \_

have you been able to reach your target group?

if yes, how did you reach it? AND if no, how do you hope to achieve it?

have you had any publicity ?

r Do you need any publicity around your campaign?

r Have you been able to identify sympathetic journalists in your area?

r how relevant (if in campaign) will this workshop be to your campaign?

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The WNC has been offered free training because of the special nature of our campaign. In order to help the organisers make

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Convenor : Frene Ginwala 0 Co-Convenor : Anne Letsebe 0 Secretary General : Thoko Msane  
Deputy Secretary General : Sandra Botha 0 Co-Treasurers : Miriam Stein ; Jennifer Kinghom  
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proper arrangements, please respond,  
August before noon.

Yours sincerely

Debora Marakalala

Media & P.R. Co-Ordinator

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the latest by Monday,

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## WOMEN AND THE MEDIA

A programme designed to train media officers and executives of women's organisations in Southern Africa in media liaison and campaigning.

Dates: To be decided - suggested date last week in September

Venue: The Weekly Mail training project, Johannesburg

The course will focus on the practical skills necessary in media liaison as well as examining the way in which women's issues can be placed on the public agenda. Workshops in media skills will be held in the mornings and guest lectures, panel discussions and presentations will take place in the afternoon.

### Media Skills

The morning sessions will cover the structure of newspapers and media, basic approaches to writing, newswriting, press releases, newsletters, writing for audience, description and features.

### Working with the media

Day 1 Women's issues in South Africa today and the future of women's rights in the country.

Day 2: The profile of women's issues in the media.

Day 3: Media liaison and public relations.

Day 4: Women executives in the media.

Day 5: Women's magazines and the issues.

Day 6: Deciding on news: editor's views on women's issues.

Day 7: Campaigning in the United States (USIS)

Day 8: Creative Campaigning.

Day 9/10: Designing strategies for own organisation.

The above schedule is flexible and can be adjusted to meet the needs of participant organisations. We would like to draw in a number of media executives, editors and journalists for our panel discussions.

USIS participation in weekly Mail Training Project program

"Women and the Media".

Interview to be arranged with Pat Riley, of the Women's Political Action Group, and telephone link up provided for question and answer session. This is the proposal and initial questions we have presented to her, through USIS.

The questions which follow are designed to help women plan media campaigns or learn useful communication strategies. We think the American experience in promoting public awareness on issues important to women could yield some useful and practical guidelines for South Africans.

Most of the questions are really subheadings under one big question: How do we increase media coverage of women's issues in this country?

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## Questions

Could you describe, if possible, some of the history of the women's movement in the United States and how it first drew attention to the need for women's rights?

Please outline one or two campaigns planned and run by your organisation (or other groups) which have generated a lot of media coverage on women's issues.

How would you deal with a persistent lack of interest by newspapers in an issue you were trying to promote.

How would you deal with a lack of interest by radio and television in an issue?

Do you rely largely on the media to mobilise women for protest action? How else would you communicate with women on a mass scale?

How useful do you find women's magazines in informing women or promoting their concerns?

Do you ever use "networking" with specific female journalists or media executives to get your stories in the media? Are you in a position to put pressure on media organisations, personalities or executives?

How useful are letter writing campaigns?

Does the American media provide adequate coverage of the issues and do women, in general, have as high a profile as they should?

Do you monitor the media to assess their coverage of women?

Many South African women are poor, live in squatter camps or arid rural communities and take full responsibility for providing for their families. They have little access to the monthly urban communication structures and so cannot put their concerns on the public agenda. Do you have any suggestions about how to get their voices into the media and how to inform them on issues important to them?

How can we prevent affirmative action in this country from being simply "window-dressing" or "tokenism" (with reference to the example above about women in the negotiating forums?

If women's rights, like abortion, are not part of the draft constitution (currently being designed and debated), will we have missed the boat? Do you think that the right to abortion should be part of our bill of rights? Or do you agree with the argument that it is too specific to be one of the fundamental rights? And with another view that it should be decided by referendum or by the elected representatives? What are the dangers advantages of leaving the issue to be decided at a later stage?

Do you think a right like abortion should be pushed through even if the majority of South Africans are not in favour?

Do you have any general advice to give or anything you would like to add?

Thank you.

Ref/Womenmedia

10/06 '93

11:07 53311301 UNICEF

Room: 03 and 04

Primary and Secondary Education. /

Room: Ewan Room 3/

Legal and Constitutional Defence oszhildren

17!! 15 - 18!:30

Meetings of Rapporteurs and Resource Persons

Health (Room 05) '

Education (Room 0133)

Children in Difficult Circumstance; (Khutala Room)

Children and the Law (Edison Room)

Drafting Committee for the Declarjation of Intent (07)

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18h30 - 2 11:00 0;:sz goon.

An Opportunity to discuss the days events and your own priorities with other participants in an informal relaxed atkphere.

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## NATIONAL RESEARCH CAPACITY CONSULTATION

### Race and Gender Under-Representation in Research

It is with great pleasure that I join you today at this Conference on Race and Gender Under-representation in Research and would like to thank the organisers for giving me the opportunity to be herej(1 rays?h;ky7bjejgf

Over these 3 days we will be focusing on one aspect of a major national concern. The puHic focus at the moment is on the political process that will bring an end to racism and white minority rule. But the monopolisation of political power has been a means to reserve the fruits of this society for white South Africans, and in more recent times to some of their black co-optees. The exclus'v ex rcise of olitical power has fashioned our institutiggfggo/E%Zi:llahgziiono;it processes to deliver benefits to the white iminority. Blacks have been excluded from participation not only in the political process, but all other aspects and were given education and skills only to the extent necessary to serve white interests.

Tomorrow, the South African Parliament will convene in Cape Town. It is the same tricamaral parliament, operating under the same constitution that excludes the majority of the population from the South African polity. So at one level nothing will have changed. Yet the proceedings will be historic, as will the proposed legislation that will be presented by De Klerk's Government.

As you are all aware, Parliament is expected to enact legislation that will establish an Independent Electoral Commission, which will have the responsibility for organising, administering and conducting our country's first democratic election next April.