

## "MAYIBUYE" WORKSHOP REPORT

Attendance: Joel, Lynn, Scratch, Abba, Carol (DPE), Paul Maseko (of WIP), Basil Freeman and Chris Vick (TOPS), Shaune van Wyk (Cosatu Media), Latiffa Mubara (of WIP), Pam Dunlop (Maxim), Yusuf Mahomed, James Moleyo, and ffg regional DIP persons: Ronnie (PWV), Rosalie (W Cape), Moss (S OFS), Phila (E Cape), Pakes (N Cape), Joseph (N OFS).

### 1. Opening

Opened by JKN. POinted out 1 year since M produced inside. Need to see how it becomes established as an organ of society as a whole not just mouthpiece of a political organisation.

### 2. Input:

On the development of M, problems and suggestions.

### 3. Discussion

Discussion took the form of brainstorming generally.  
The ffg points emerged:

#### 1. Who is "Mayibuye" aimed at?

Consensus could not be reached on this. Suggestions varied between:  
a. being a magazine which addressed itself broadly at society, becoming the preeminent journal of South African society such as "Times" or "Newsweek".

b. addressing the needs of ANC members. ANC members have a variety of needs from politics to health in a practical sense which must be addressed. Furthermore, the political issues raised were done in an intellectual way, not meeting the needs of membership.

\* Some present felt that it 'M' cannot possibly meet the needs of the entire family because it is too small to start with.

\* At present M was aimed at activists, the public as well as providing analytical articles looking at long term trends. So it was playing three roles in one. It was failing to be all these different things.

*There was general agreement that the ANC needed more than just one*



*publication* .

## 2. The question of translation

There were several suggestions related to this the key ones being:

- a. M has a translation of the main story inserted into each issue. Those aimed at different regions will contain the language spoken in that region. This was found to be difficult to implement since in one region you may find different languages used. Also it is difficult to take into account regional specifics when having translations.
- b. That regional DIP structures, as they become better established, should undertake translations of articles which can be used in regional newsletters. This would allow for regions to use the spoken language in the print media - which is the approach adopted in the W Cape.

## 3. Making better use of M

Members must be encouraged to form discussion groups around M. M as a resource in workshops, for speeches must be pointed out.

The workshop then broke into groups and discussed the ffg:

### 1. CONTENT AND APPEARANCE

- a. *Target*: This group reached the conclusion that M should be aimed at:
  1. ANC membership with the purpose of informing on policy and debates in current issues;
  2. the middle ground to win over to our positions. Need glossary of terms since a number of readers are not able to understand terms used by activists.

Need M posters which are targeted at different audiences.

- b. *Use by membership*:
    1. It was emphasised that ANC membership is not buying M. Need to look at how this is overcome and how M can be used to inform branch discussions.
    2. Readers must be encouraged to write in about local activities. M must contribute to the building of the ANC. It must address issues like lack of housing, education etc .Need page aimed at illiterate/semi-literate - part of the campaign for literacy
- Should put in questions at the end of articles to raise debates.



Encourage people to have M forums where articles can be discussed and debated.

c. *Relationship with mass action*: The journal does not induce action. Need more than 4 pages on Mass Action. ANC needs a campaign bulletin produced faster and aimed at mass readership.

d. *Identity of Publication*: M needs to develop an identity which appeals to widest possible audience. The cover must reflect the identity of the ANC.

e. *Variety and balance*: 1. M is dull, lacks variety. Needs more investigative, behind the scenes reporting. The lack of bylines means that we lose individual style. Eg on IG - there are a number of views in the ANC. Can get short, credited pieces.

2. Need a balance between policy and opinion. Need to show the human face of politics and struggle. Should give regions bylines. Can get stories done in different ways. Get range of inputs from organisations and individuals, even ANC related journalists.

3. Current format is too rigid, need more flexible format.  
LOsing touch of NLM approach?

Building network of contributors: Should make better use of info exclusively available to the ANC eg dissidents etc. Need to get journalists to write stories - can tap ANC people. M must be used to develop writing skills. Can ensure supply of human interest stories. Should produce guidelines for contributors - include types of pics and graphics.

Features can stay the length

## PROMOTION AND DISTRIBUTION

### 1. Distribution

#### a. Through distributors

Problems were expressed about Allied distribution which dominates the national market. It does not reach the smaller areas eg N Cape receives in Kimberley but not other areas.



Suggestions: Investigate InterMag, which sells at airports etc  
any other national distributors  
need to locate regional distributors which can  
distribute in rural areas. (Regions will have to investigate that)

b. Through regions

Need to set up distribution that is standardised.

Ffg options emerged:

1. National writes to branches directly encouraging them to subscribe directly. REgional reps expressed problems with this saying branches were not operating effectively and that HO is seen as a phenomenon removed from branch existence.
2. That regional DIP persons will, after the training, encourage branches to place orders with the regional offices. The regional offices will, above the orders placed by the branches, also subscribe a certain quantity which can be sold at the regional offices.

The possibility of allowing the HO to make the approach until the regional DIPs are in place was raised. This may be found to be confusing.

Regional reps will have the task of coordinating the sale of M through the informal sector. This can be used to encourage income for unemployed etc. In this sense they will be treated as any other distributor having the right to return unsold copies.

Back issues should be used as bound copies.

Other outlets which must be examined by regional reps are:  
SRC's, campuses, schools, other organisations, unions, civics, other parties, conferences, international venues, business

## 2. SUBSCRIPTIONS

this must be the central thrust of distribution.

Must send letter to corporates with a free copy.

Suggestions:

South AFrican

1. Aim at membership - can provide the option that when they join they can have special priced subscription rate.  
- have one mail shot to entire membership.
2. Other organisations



3. Embassies
4. Research bodies
5. Specialist bodies - Institute for Industrial Relations Officers, Personnel managers institute etc

Overseas:

1. Look at Pathfinder possibility - supply them copies and they distribute to rest of US and Europe
2. Must get directory from anti-apartheid movements throughout the world.

Costing:

Must be higher price for institutes.

Individuals - differentiate between First and Third World (lower for the latter).

Need to investigate African countries.

Mayibuye Readers Club:

People can be encouraged to join "M Readers Club" by paying a specific rate which allows them to subscribe to M as well as receive other statements of the ANC and publications.

Must use M T-shirts as incentive for subscribers.

Must allow for discounts for students and workers.

### 3. PROMOTION

1. James made an input at this stage about the need for a clear market strategy. This must include:

relaunching of the journal

revising strategy

aggressive subs drive

create clear identity

be seen as an independent publication

2. Debate went on about the relationship between M and ANC. This was left open for plenary. Though the point was made that it is an ANC journal, it must be profitable, and controversial. This is going to require a positive marketing strategy (public only hears the bad news about ANC).

3. Suggest that we have discussion programme on radio.



#### 4. ADVERTISING IN MAYIBUYE

1. Need to allocate a third of the mag to adverts.
2. Numbers will have to increase to attract ads. But e can also make use of sympathetic advertisers.
3. Need to work out rates, and policy guidelines. Possibly go for corporate images, not retail.
4. Need to advertise to advertisers. Marketing Mix and SAREP others.

#### DISCUSSION ON REPORTS.

1. EDitors profile must be increased.
2. In looking at debate about branch subscriptions need to compare freighting costs with postage costs.
3. Mayibuye needs to carry profile of leaders.



## SUGGESTED PROGRAMME FOR MARKETING

1. Audience: ANC membership  
Professional bodies  
Campuses  
Trade Unions  
Democratic organisations  
Corporate structures  
International groups: AAM, universities, etc
2. Profile: Voice of the ANC reflecting debates within the democratic movement.
3. Goal: Build M as the voice which must be heard by all.
4. Objectives: M becomes well known throughout the country  
Substantial increase in subscriptions.

### 5. Methods;

Need to look at suggestion of re-launching of Mayibuye. This may be the most appropriate time since September will be 12th issue. Can bill it as one year of Mayibuye. Need to discuss forms this will take. Can accompany this with sale of all bound copies of first year. Therefore need to instruct all regions to ensure binding of copies in their regions and getting Eagle to do for Head Office.

#### 5.1 Advertising:

For subscriptions;

Direct letters to all ANC members - by 30 Sept.

Direct mail to all organised targets;

SAn - 15 Sept

International - 15 Oct.

Intensive ad campaign in newspapers and journals (such as Leadership) for Oct, Nov, Dec and Feb issues.

(Can market during Nov as a Xmas gift to friends)

Sticker campaign - March

Poster campaign - Feb

- \* For those outside ANC will need to send copies free with first mail shot.
- \* Also provide T- shirts for first --- responding to subscription forms.
- \* Will need to work out different rates for different groups



5.2 Launching "Mayibuye" talk show in 702 - 1 Oct.

5.3 Mayibuye events

Flea Markets - 30 Nov: JHB

28 Feb: PE

31 April: Cape Town

2 July Dbn

Mayibuye forums: Discussion forums where interesting paper presented and debate, followed by snacks and drinks (sold - to raise funds). Aim for maximum exposure.

6. Making Mayibuye financially viable:

Apart from increasing sales generally, we need to go on intensive drive to obtain adverts. Do we what ads to cover our entire costs the breakdown for which follows:

Production: 40 000 copies -	600 000
Freight:	66 000
Postage: for 1000 subs	6 000
Advertising: @ 12 000pm	96 000*
Total	768 000

*\*If we place about R12 000 adverts for Oct, Nov, Dec, Feb and then for July, AUGust, SEptember and October1993.*

Without taking into account subs drive, increase in print order M will be costing us R120 000=00. If we were to use a third of the pages for ads then we will have 16 pp for ads in a 48 page Mayibuye. Whilst we can charge different rates for the different pages but they will work out roughly to R7 500 a page.

If we are successful in increasing sales generally then we are expecting a page to eventually cost about R10 000=00. If we can get contractual agreements for 11 months then we're talking of advertisers paying us about R110 000=00pa per page.

Another point to be made about costing is that we are talking of conducting all the advertising and subscriptions drives without any middlepersons. Thus is we are aiming at a hugely improved subscriptions drive then we must be able to improve our structures at



head office. This is going to require:

an efficient system of recording all subs - as is being developed at present;

and an even better system of sending the material off to subscribers.

WE will have to relook at this, given also problems with manner in which it is being co-ordinated.