

ANNUAL REPORT. MEDIA SECTION .1993

1. Overview

The Head of the Media Section of the DAC joined the department at the beginning of November 1992 as a replacement of Cde Oupa Ramachele who left to study abroad.

The department consisted of Cde Jackie Marumo who was responsible for the Desk Top Publishing of DAC publications as well as Cde Dodo Benham who was responsible for the production of the department's Negotiations Bulletin. Cde Dodo has since moved to another department, leaving her space vacant.

The job description of the Head of the section was that of a media, research and publicity officer. His responsibilities included:

t Communication with the media (answering queries etc),

T Conducting interviews local and international visitors to the department in the absence of the HOD.

t Facilitating the granting of permission for visiting international artists subject to conditions laid down by progressive arts and culture organisations.

T Serving on the Language Commission

t' Editing the Negotiations Bulletin (including writing and producing it after Cde Dodo left the department)

T Compiling and producing the quarterly DAC Newsletter. The latter has been made difficult by the fact that the head of department has to plan, write and produce the newsletter all by himself .- Iack of human resources.

t To organise and chair press briefings and conferences.

t Production of posters and other publicity material of the DAC.

t Replying letters addressed to the HOD in his absence.

2. Media Section's Main Objectives in the period under review

t' To build and enhance the profile of the DAC as a leading facilitator of democratic transformation in the arts and culture.

T To facilitate effective communication between the DAC, ANC regions and cultural formations.

' To update the Movement about developments in the arts and culture department.

The DAC believes that culture has a major role to play in the reconstruction of South Africa under a future democratic dispensation, particularly in the area of social development. It is also the belief of the DAC that the extent of development of a nations' arts and culture is a reflection of the level of its civilisation. Therefore, culture should form an intergral part of future nation building.

3. How the Media Section went about achieving objectives.

The DAC media section attempted to operate in the above-mentioned areas with the skeleton staff of its head and Desk Top Publisher.

The Section could not fulfill all its responsibilities because of the lack manpower. There has been a dire need for an information officer. Two applicants were interviewed for the position. The first one was found to be unsuitable while the second, in spite of his experience as a cultural journalist could not be employed because of the moratorium on staff recruitment.

Those tasks which could be performed within the department were carried out successfully.

4. Major activities of the Section.

National:

t The Section produced and distributed publicity material for then mass action against PACT.

T Produced written material for national workshops.

t Reported to the movement about national negotiations progress.

Regional:

t Established communication links with regions.

International:

t Has been instrumental in facilitating visits to South Africa by foreign artists.

In relation with the government:

' DAC/government relationships have been the responsibility of the DAC Negotiations team.

Relations with other organisations

' The Media Section has established effective communication channels with rival, allied and grassroots organisations as well as individual cultural practitioners.

Interaction with ANC Structure

Other Departments

i The Media Section has kept other departments informed about the progress of democratic transformation in arts and culture.

i Has participated in some planning meetings of the Campaigns Desk around the Miss World pageant.

i Assists with the design of posters and other publicity material 9.9 MK 16-Dec T-shirt and Festive season card.

i Cde Jackie has been assisting other departments colleagues with his computer expertise.

Regions

T Communication

Missions

i Contacted missions about the credentials of artists planning to visit South Africa.

Mass Democratic Movements

i MDM's still look up to the DAC as a leading protagonist in the democratic transformation of arts and culture in South Africa. The section has been responsible for answering their queries and supplying them with guidelines.