

60E/013/0002/3

24/07/92

Minutes of Distribution, Subscription, Sales & Advertising and  
Mayibuye Administration Sections held on 24/07/1992

The meeting was convened by Selby. There was no specific agenda as it was called to review progress made so far in the abovementioned sections. The different sections were discussed in the order of Sales & Advertising, Distribution and Subscriptions. Administration was not discussed.

Present:

Selby Msimang  
Tito Maleka  
Siziwe Zulu  
Mtutuzeli Matshoba

Introduction:

The chairman of the meeting, Selby, opened the meeting by addressing the possibility of Mayibuye closing down in favour of an ANC newspaper which is already in advanced planning stages. He said that most of the Mayibuye staff would work on the newspaper.

According to the chairman, another reason for the probable closing down of Mayibuye was that it was being produced at a loss, to the extent that its print run as well as its allocation were being reduced.

Sales & Advertising.

Various other reasons for the abovementioned state of affairs were forwarded. Among others was the burning issue of advertising. The chairman said that the number of advertisements in Mayibuye had decreased over the last few months as people who had advertised in Mayibuye were no longer placing adverts and no new ones were forthcoming.

Mtutu pointed out that the position was not so dismal as the lost contracts were being replaced by long term contracts like Megastone, Cosaw, Phonefficiency, Damelin and Sached Trust. According to Mtutu the main problem lay in sales, the size of which was dependant on many factors such as advertising & promotion of the journal and distribution.

The chairman stated that Mayibuye could not afford mainstream advertising(newspaper, radio, TV, Outdoor billboards etc) because of its shoestring budget. Moreover, he said, previous newspaper and radio adverts had not had any effect on sales. Posters and other self produced low cost advertising and promotion material was suggested as the only alternative.

Collection of ad revenue - Mtutu has sent reminders and invoices to all advertisers who have advertised in Mayibuye, although he felt that he should only have been responsible for those clients who utilised Mayibuye after he had joined the journal rather than negotiate with complete strangers without any detailed knowledge of how and when contracts were entered into. The deadline given to clients was 30th July and only NUM has already paid.

### Sales & Distribution

Sales are as dependent on distribution as they are on advertising and promotion. Allied distribution figured were analysed and it was evident that Allied was not supplying most of their listed agencies and was probably manipulating the figures to give an impression of a well spread countrywide circulation. The chairman explained how this could be done.

### Subscriptions

The chairman noted that there had been no improvement in this section. The reason was that there was no concerted effort to sell subscriptions. Means had to be devised to promote subscriptions. Mtutu & Siziwe would hold a brainstorming session in this regard.

### Administration

Administration was not discussed.

### Conclusions

The following decisions were taken:

1. Mayibuye had to increase and improve the distribution network by setting up its own outlets e.g Mayibuye kiosks at supermarkets and gathering places. Tito pointed out that this would be a mammoth task which would require time and money.

2. The street seller system had to be structurised. Ads for street sellers to be placed in Mayibuye.
3. Subscriptions had to be tied to advertising and promotion of the journal.
4. Mayibuye Sales, Promotion and distribution had to be linked up with other departments' programmes e.g Freedom Run.
5. Mayibuye should charge money for time and resources spent extra services, like graphic design, layout, screenprinting etc, to other departments as the latter have to pay outside suppliers for such services anyway.