

THE CHAIRMAN '
PLANNING COMMITTEE Chamberlainstr/St 707
Deemess, Pretoria
. 0084
FOR ATTENTION: DR. T. ELOFF = 40291
Arcadia 0007
= (012) 329-0714/3

Dear Sir, Fax: (012) 329-0709

PROMOTION OF A FAIR AND DEMOCRATIC ELECTION IN
AFRICA IN APRIL 1994

Following on our previous discussion, | enclose herewith a detailed proposal relating to the
above.

It would be appreciated if you could submit the proposal to the Planning Committee not later
than Friday, 24 September 1993.

Thank you for your co-operation.

Sincerely

J.C. NIEWOUDT (MS)
MEMBER

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Jienie Nieuwoudt
Beherende Lid / Controlling Member

PROPOSAL FOR THE ACCEPTANCE AND IMPLEMENTATION OF A HEME TO PROMOTE A T AND DEMOCRATIC NATIONAL ELECTION

BACKGROUND

It is common knowledge that when South Africa's first democratic election takes place in April 1994, some 20 million people will become part of a national electoral process for the first time in their lives. These people will be totally unfamiliar with the political hype, aggressive campaigning and electoral procedures to which they will be subjected.

If the election is to be contested in a rational, fair and democratic environment, it is absolutely essential that this "new" electorate be comprehensively informed and educated.

2. RRENT SITUATION

The above-mentioned objective can be achieved through personal presentations, distribution of printed material, the press and television and radio broadcasts. The most cost-effective and practical vehicle would undoubtedly be radio broadcasts - but only if very eligible voter in the country had access to a radio.

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3. PROPOSAL

Our organisation is favourably positioned to obtain sufficient local, overseas & even government sponsorships to ensure that a low-cost radio can be donated to every single member of the "new" electorate, i.e. every person over the age of 18 years.

The appropriate electoral agency can then compile introductory literature in all relevant languages and distribute it together with each radio as a package.

4. ADVANTAGES

* Every eligible voter in the country will be in posession of his/her own radio, thereby ensuring the largest possible audience for official education and information campaigns.

Such broadcasting campaigns can be both extensive and intensive, with the accent on continual escalation and reinforcement, in all relevant languages.

There is no cost whatever to the voter.

Maximum benefeit can be obtained from the ample broadcasting time which the SABC will be making available to all political parties.

@5 REQUIREMENTS AND MODUS OPERANDI

Our organization would need the Election Committee to agree to the following in order to make the proposed scenario a reality:

5.1 We require an official letter of accreditation, autorising us to canvass the necessary sponsorships. A trust fund would be established for the deposit of all sponsorships, and we would abide by any appropriate control measures designed to ensure that such monies are not misappropriated.

5.2 At a time or times to be agreed upon, the trust fund resources will be utilised by ourselves to purchase the necessary radios, and delivery of the consignment to the Election Committee will be arranged.

5.3 Our organization's remuneration will be obtained by a marginal percentage (to be negotiated and agreed upon) levied on the total value of the consignment. Any funds not utilised for the purchase of radios will be made available to the Election Committee to utilise as they see fit.

5.4 We could require official confirmation that our organization has the sole right to obtain the proposed sponsorships and to further implement the entire proposal as described.

6. CONCLUSION

In the event of any further clarification being required, we can be consulted on a 24-hour basis.

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J.C. NIEWOUDT (MS) 23 September 1993
MEMBER

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