

5.

A Btmg and affective DIP has beam an urgent should not be understood to man that the 31? has been ineffaotuala Indeed. m: the yum the mudâ\200\234 sawing in tha mum neotars of the Department, m undo:- tremendm oddn, have mspmciod admimhly to the demands 0? cm-stmgglo and maĩ-\201a improved bath the quantity ma quality of our mtgmt.

Hmmr. this

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In this amnectim we wish to express tm mtiwde of the: MIC for all the support and material waistwoe givan to our DIP by friendly governments, ammg them thÃ© fbwblia cf Zambia; by intemttml bodies and imtitutima, euppct groups and solidarity omismiom.â\200\230 We especially appreciate the initiative; taiwn in offioial statements, radio brmdmts, mmmper articlea and various mblioatim which gave infomatim and males supportive omment cm our struggle and m aewlopmenta in our countzy. In ompemtum with our DIP, we can togethar W and neutralise the apartheid regime's propaganda campaiw. Together. we can affectivaly amter um psychologisal malwght by the Pretoria ream againm the Am and .- st ampo. We can emmer Pmtorla's has and alandar mm independent Mum. and awn turn the psychologoal ' war Wt the regime.

The 61W 0:?? infomtim between 0111' DIP and the releveant infomaticn arm of the various amides: hero in Afdoa is pivotal to our concerterl prepamda offenaiw. The coming into being Â«f the Pm African News {agency (PANA) in a most welcome dewlopmnt. Over the deoadea. the diaaeminatim of infomatim hm been, and lt omtimms 159 be, i-\202m mono): of the develmd and inaustrialiaaaa western omntrien. Naturally this has not Operated in favour cf Africa. mu matem media. has ommtmtad on reporting negativa aspects about our various cmntrlea. Efforts aimed at development, ineluding actual aomcmio and social program, have gaze largely mmported by the western media. mm is a. small begnning but a beginning nmathelwa.

In so far as apartheid South Africa. is omoemed, we are confident that PARA will mm as a vehiola to educate the peoples of Africa. abcmr the crimes daily oomutted by the Pretoria. mgme in Southern Africa and about 15m revolutimw atmggles being fmght to @121 the total liberation of the omtimtu

It/mu.

2.

There is no doubt in the minds of many of us that SWAPO and "the People's Liberation Army of Namibia" are destined to vanquish the Pretoria forces

and seize back their country.

Caninde Chaim. it is a great pleasure for me, personally, for the

members of the National Executive Committee and the heads of various departments of the MG and our Movement 83 a. whole, heads of more than 81.8th

organisations, to be participants, however briefly, at this meeting -- if

only because it has brought together the people, the comrades, the workers who between them constitute the backbone of our liberation movement, the ..

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authentic voice of the enlightening people of our country. But, surely, we

wish to welcome you, especially those comrades who have come in from remote

areas, attending a conference of supreme importance for the future conduct of our revolutionary struggle.

The African National Congress has called this conference of the Department of Information and Publicity at a most crucial time in our liberation struggle - at a time when the helium of our liberation is being lit by the rays of a new dawn; a time when, after struggling through centuries in the dark tunnel of colonial and racial domination, national oppression and "commie" exploitation, 33 people have now seen the light and we know that no force can indefinitely postpone the historic moment of victory because there is: no force more powerful than the spirit of a people who have been doomed to endure banning, torture, imprisonment, wrongdoings, murders and massacres as the price of freedom, of liberation.

Our people have been the victims of these crimes at the hands of the

Pretoria apartheid regime over a period of decades. Despite these crimes,

however, indeed even because of them, the liberation struggle has gained in

strength and effectiveness. Resistance to apartheid measures has been heightened

at national and local community levels. The workers' movement, consistently

militant, is closing its ranks and consolidating a united force which has further alarmed the fascists into threatening to confront the workers with

police brutality. And not only that: our brutally exploited workers

have the potential power to reduce racist South Africa's economy to a

shambles as part of the struggle for a new South Africa: socio-economic order in our

country. For the exploiters, this is a frightening prospect

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3.

On the wider political front, mama team uniting all the dammmtic forms within the :3th ln a. bread damoomtio front are being vigparaualy gamma. With the Fmadm Cinder M the basis of united i-\20latim am. dimotim, a wide smotmm of our people are caning together wrote the

V colour line and group intemata ta omfrmt and defeat tlw Baths. magma in its attempts to atmngthsn and. emanate the ammm 33'th through the ao-oallad omtitutiml proposals;

W the am of last year and in the patina since then, the mai-\20la mmm. the attack on the Kouberg 3110138.!â\200\234 atatim and cm the Air Fame MWan ln Pmtoda. the criminal air raid on Wto and the bwbarmxa

mania:- of the we i-\202ame in Pretoria - all them ambitÂ» to damamate a new level in the amd omi-\202iat batman the famiat mama and the panda: masses led by the MC and its 3.111%.

What is indiwtabla in this omfliat 1:3 timt the fwoint mama hm been put m the defensive by tbs mlutimaxy famea. Indeed, gum: fcmwr am the hem of the Stzydm am, when the apartheid ayatam waa- prcudly and arrogantly deciscâ\200\230ri'md m a fun of bmkg or white siminaticm. A new reality has aet lm Tbs mgim lm awakened to th fact that the amrtmid ayatmn is in dangar of being mrthrmm -- dammed by forms which ham proved irmpmasihle and imsiatibla

This new mesa has â\200\234fleetâ\200\234 itatlf in tha introduction 0:? the word "survival" inte tm political and military * of the moist mgm's

etmteaatz Today it IN the issue cf mmvival that danimataz; all atrategic thinking and calculatim cm the 3M3â\200\234? the Pretoria regimen- 3:161:03 the mll-lmom and memd "tatal stntem fer survivalm This was oMived w a defensive ttmtew Wt an attaalng force, Imt it is being used for ammim and in a bit t0 mammr and moolmiae Africa.

If the regime has to wow about survival. that is lame our mMutimary struggle is thering dammtmba advances twain the citai-\20lael d apartheid reaction, with the popular mass using their united strength and tuned might to atrium inomasingh heavy blow Wt tin enemy. Ho an m the offensive and m advancing. Wat we now need is a total atmtag for watery.

This omferenca has been called heme in the implementation of such a stntew, mr infomation and publicity services have a key role: to play.

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4.

If we examine the mist mĩ-\201mâ\200\231e etmgdle for mm, we see that it is fighting an several battle frame: It is among the libez'etim fomee in South Africa; it is <3nt tenuouely mte menu against mmmtime; pressure from SWAPO; it is waging eh undeclared m awnâ\200\235 African independent States; it is undying for intometi- support.

Its actions and activities at 311 two fronts are covered and supported by a. pmmĩ-\202 infomeĩ-\201m and promda empeim which has successfully aatumed some innocent minds with a. me Meinfemtim, distortim, emelee, lies and dismfomtim. Through such as

mien meaeuree as the Police Amendment Act, the Newspaper mmetmĩ-\201m Amendment Act, the Protection of Infomeĩ-\201on Act and other legislation, the regime has emeeded in oooming the Seat}: African Press and other media. into playing a. vital role in the regimeâ\200\231s pmpegenda campaign.

@113 most important target audience for the regime's campaign is the white eotion of our powlatim. Â©iâ\200\230he majority mane: this eotiw mare been empletely misled about the realitiee of the eitueen in Southern Africa em! in South Africa particularxy. They are not allowed to know the truth, leee'b of all what t!Â» MEG is saying and doing about their future ~ the future of all South Africana. the future of our country.

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They do not know the history and political emtent of the Preterm bomb attack and will learn the wmg/leeen from it. The regime keeps them in the dark to ensure their unqueetiming support for and endorsement d Me crimes. Now that the engine i-\201nds melt threatened by the growing struggle for the libemtim of South unoa end for em libemâ\200\230tim 9e all its people, the gemâ\200\235' . clique in ordering the white eivilian papalatim - ovaxwmo am the m of 16 - to Join the am we). tales up pmiuma in "the first line dâ\200\234 defence" and stud ready to lay down their livee in {lefenee of a criminal eyetem that 10 almeclly m history's list Of the deed or dying.

The intereeta of victory for our struggle 6.er that the voice of our Movement be nowheard eleerly among our white caupatriote, whatever obetecle the regime may plwe in our way. In mneml, end particnlrm in the mfolciing eituation,

the voice of the ANC 18, perhaps as never before, in great demand especially

inside South Africa. It '18 therefore eeeentia that the Department of

Informatim and. Publicity mama: apprOpI-ately to the meet oinllengee posed by the spreading and escalating struggle Wt the mist mwme and 11m imperialist 3.11198.

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7.

It must therefore be a DIP that critically examines the traditional structures of media institutions guided by the essence of the media as a political instrument of the contending parties in this conflict.

It must seek to anchor itself deeply amongst the people of our country, creating true communication amongst our various communities and between these communities and their leadership in the AND. It must further seek to create communication and a truthful awareness between our struggling people and the allies in the worldwide anti-imperialist front.

It must therefore be a DIP whose cadre has chosen sides in this conflict. a cadre that has chosen the side of the oppressed sections of our people, one that has chosen the struggle for progress. It must be one that measures to the challenges of modern day communication and technological warfare and masters the art of revolutionary propaganda in conditions of national liberation struggle. Obviously this can not be a cadre that is ready-made and packaged. It is a cadre that the ANC itself must develop.

Our struggle for national liberation takes place within the context of the international struggle between the forces of progress, freedom and independence for all nations, big or small, and the forces of reaction, imperialism, exploitation and colonialism. Since our struggle is anti-colonial and anti-imperialist in essence, it goes without saying that we are allied to all anti-imperialist forces in the world.

Our Movement, the ARC, has consistently and steadfastly supported the ideal of a strong and united OAU. After the highly successful Summit held in Addis Ababa last month, we are confident that the ChU will take the lead in its stride as it proceeds to focus its attention and direct its energies to the undeclared war unleashed by the Pretoria colonialists on member states of the OAU in Southern Africa, and the bitter struggles by SHAPO and the AND for the total liberation of Africa.

The war of destabilisation against independent States includes a hysterical and frantic campaign directed at the MIC which, prescribed by the regime in 1960, has now come alive in the hearts and minds of the people and the oppressed alike. The ARC is the subject of daily comment by the leading spokesmen of the regime; it is the object of persistent threats of assassination and massacre against its members wherever they may be; the ANC has become the pretext for acts and threats of aggression by the regime against independent Africa. The regime has placed the ANC at the heart of its problems in Southern

Africa/. 0 t

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OPENING SPEECH BY coremm PEESIBEâ\200\230Nâ\200\230Eâ\200\230 0.18.. TAIEO
AT TIE FIIET GOWWENCE OF TEE AND WPARIâ\200\230EENT

The Honourable Commas Mark Tambetmba, Minister of Information

and Broadcasting of the Rep. er Zambia;

Comrade Major Km. the Liberation Centre;
Comradea Representatives of 3mm, Comrade 81811139;
Members of the Diplomatic corps;
Comrade oncrtezywdeneral of 261%:â\200\230Cend members of

the National Executive Committee;

Comrades participants at this conference,

Allow me, Comrade Chairman, to begin by recalling Cmrede Sieinge'e
reference to those of our comrades in South Africa. and Namibia, dedicated
fighters ier the libelcation 0:: our peoples, heroes of our struggle, who
have sacrificed their lives in the service of mm. in the service of
the maple â\200\231of Africa and the progressive world.

With your pemieeion. Comrade Chaim. may I ask the Conference to rise
fareminute's silence in henour 01â\200\230 these martyred hehwe. (Scifemnce
rises, a. minute '5 silence)1.

Comrade Chelman and Comredeee, I ehoun like to add a word by W of
endorsing the Claimanâ\200\230e expreeeeicme of our appreciation 0f the feet that
as we meet at this Firt Conference of the ARC Demrtmmt of Infomation
and Publicity. we are privileged not only with the preeenoe of a Minister
of the Government of the Republic of Zambia, Comrade hark 'iâ\200\230ambatembba, but
have also had the benefit of his Wheat mesw 33;;

I should like to say that the me and our Iviavement 8.8 a whole owee Hie
mcellency Pmeident Kenneth tame, the Party and the :wemment and peeple
of Zambia a great debt 0.: gratitude for the imeaeurehle eontriâ\200\230rmti on that
this country in its Leader has made to the progress of the etmggle fer the
liberation oi afriee, in this remen, in our omntry Md in Emmiâ\200\230eia. ?he
Hmmmble Minister's preeenoe here today will be rememhemd during the
mantle and. years in which we shell be patting into operation, executing
decisions; that will be taken by this Cmference.

Equally.- we are all very happy to find ourselves in the empany of our
ommdea-inâ\200\224em of SetAPO with whom we ehme a comma trench; and we greet
them, salute them far the heroic etmggle that they are waging against the
fascist regime.

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6.

It is in this context that we should look at this conference of the DIP. The conference has the task of putting its finger on the pulse of our DIP. We should identify the problem areas and propose ways and means of remedying some of the problems and difficulties which have confronted our information movement. The task that confronts this conference is not an easy one, the difficulties and problems are manifold, yet not insurmountable. The resolution of these problems will surely go towards making our propaganda, department a mighty weapon in the hands of the struggling people of South Africa. We must put our propaganda on a war-footing; we must chart new ways and means of moving forward to victory - victory for our country, our continent and for Immunity.

Hearing referred to some of the tasks facing us, it becomes imperative that we define the nature and essence of our department of information. In doing so, we need also to define the qualities desired of a specialist cadre of the DIP. Our point of departure in defining the nature of the department must be the nature of the conflict in South Africa, and the nature of our struggle for liberation movement, the ANC.

The nature of the conflict in South Africa is one of a struggle between the forces of fascist Oppression and racist exploitation whose method is war and aggression directed against our people and neighbours, which forces are led by the nationalist party of Botha, and Helen, on the one hand, and the forces of national liberation, social and cultural emancipation led by the ANC on the other hand. In short a struggle between violent imperialist reaction and revolutionary promise.

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Given that our movement is a uniting force, an organiser, a mobiliser and an educator and leader of the widest sections of our people, the DIP must of necessity be a finely tuned political instrument that clearly and comprehensively grasps the overall task of the ANC and its role and place in the struggle of our people for their national rights in particular, and the general struggle of humanity for a just, peaceful and prosperous world.

By its very nature, therefore, our media, organised in the DIP, can only and must be a partisan media, deriving its objectivity from its politically principled position, representing historical truth and a real and correct assessment.

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8.

Africa. The frantic militarisation of Bomb Africa m explained in terms
orf the thmat posed by tha mo and Umkhonto we Siam.

Daspemta ln the axtreame, the mgme has even pretended i-\20lat it is the
protector and defencier, against the MIC, of the very masses who for more
than three (3) decadea have been the victim of the regime '3 violence,
and who am themselwea the ANO.

Gahzade Chaim and Commas,

Let us mks it clear: The regime will deatrw itself long before it
deatmys the ANC, long before it destroys the powlar mama of which
ANG members are an inteml part. The struggle continues.

It is now w pleasure to declare this Conference Open.

mam, Juli 5 ~ 9, 1983.