

Media Research & Training Unit  
Department of Journalism & Media Studies, Rhodes University  
Director: Don Pinnock, ATC, BA (UCT), M(UCT), PhD(Rhodes)  
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Scholarshios & bursaries

1965 - SA Philips Scholarship

1979 - HSRC bursary

1987 - Rhodes research grant

1988 - Rhodes research grant

1979 - Diocesan College History Prize 1989 - Rhodes research grant

1981 - HSRC research grant

1981 - Twamley Scholarship

1988 - HSRC research grant

1990 - Rhodes research grant

1991 - Rhodes research grant

1993 - Rhodes research grant

Referees

Dr Andre Odendaal

Mayibuye Centre

University of the Western Cape

Private Bag X17

Bellville 7535

Fax: 021-959 3126

Professor J ohn Daniel

Political Studies Department

Rhodes University

Grahamstown 6140

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Dr Shula Marks

Institute for Commonwealth

Studies

27-28 Russel Square

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United Kingdom

Professor Les Switzer

School of Journalism

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Houston

Texas

United States of America

Fax:

Studies.

Em ' k) ment tra GCTO 1991: Founded Media Research and Training Unit ; presently director

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1966/67: Worked for SABC as a technician erecting overseas transmitters. Transferred to news service. Worked on English, Highveld & Radio RSA services. Appointed editor of Springbok Radio.

1968/69: Worked on The World newspaper as sub editor & features writer.

1970/71: Worked as reporter/chief sub editor on The Teacher (weekly tabloid of the National Union of Teachers) in Fleet Street, London.

1972: Correspondent for United Press International in Malta, Spain, Algeria, Morocco & Spanish Sahara.

1973/mid-74: Sub editor on Rhodesia Herald, Salisbury, Rhodesia.

Rest of 1974: Chief sub editor of Umtali Post, Umtali, Rhodesia.

1975/78: Sub editor in charge of feature design on The Argus, Cape Town.

1979/80: Completed undergraduate degree at UCT, Cape Town.

1981/82: Postgraduate research, UCT, Cape Town. Completed several reseafch projects and had two books published (Telona- on migrant labour - SALDRU and Elsies River - a social history - Criminology)

1983: Appointed lecturer, Department of Journalism & Media Studies, Rhodes, Grahamstown.

1984: Published The Brotherhoods on street gangs in Cape Town (David Philip)

1988: Appointed senior lecturer, Department of J ournalism & Media

1992: Appointed deputy head, J ournalism & Media Studies.

Academic tra'ector '

1965/6: Obtained Advanced TechnicahCertititicate in electronic engineering at Pretoria Technicon.

1967/8: Passed three credits of BA at University of South Africa.

1969/70: Did research into British education systems while working as education reporter in London. Published in The Teacher.

1979/80: Read for a BA in Economic History, African History & Comparative African Studies and Law at UCT. Graduated with three majors: Obtained a first, an upper second and a lower second.

1980/81: Spent three months doing research into migrant labour and labour recruiting with SA Labour, Development and Research Unit (SALDRU) under Prof. Francis Wilson. Results of the research were written up and published as a book entitled: TELONA, The making of a private labour recruiter.

1981/2: Obtained a R22 000 research grant from the HSRC to study street gangs in Cape Town. Affiliated to the Institute of Criminology at UCT, employed a research team and began work in early 1981.

During this time I lectured in the Law, History, Sociology and Architecture departments. My research was written up as an MA in Economic History under Dr Dave Kaplan at UCT. The entire study was published by David Philip as: The Brotherhoods: Street Gangs and State Control in Cape Town.

1983/present: Since joining Rhodes University I have:

El . \_ Published a book and two research reports,

DI Presented papers at eight major conferences,

El Published chapters in seven books,

Had articles published in six journals (two international), and 10 periodicals.

Written a doctoral thesis.

Organised three major media conferences.

Founded the Media Research and Training Unit of which I am director.

Am a founder member of the Media Development Trust.

Am a founder member of the East Cape News Agencies. '

Co-founded (with my wife) a childreansi publishing project and produced four books for low-literacy teaching

Co-produced four videos.

Throughout the 1980s been involved in the planning, production and training of people for the progressive weekly press.

Have been instrumental in preparing the groundwork for the development of community radio in South Africa.

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Teachin-

External examiner

I am an external examiner for undergraduate and postgraduate courses at the universities of the Witwatersrand, Natal (Durban), and Bophuthatswana andefor select postgraduate theses in the Department of History at the University of Cape Town.

I have been lecturing for 12 years. Within the Journalism Department I have taught undergraduate, diploma, honours and masters courses.

Modules taught and areas of expertise

History

Contemporary media issues

Low-literacy communication

Criminology 1

Radio journalism

Newsriting

Text design

Computer-based design

Specialist in Southern African media

history (PhD is in this area), 19th ccnture

British media history, Soviet media history

Teach modules in Third Wotld media,

Southern African media issues

(ownetship, readership, listnership, access)

Modules taught on literacy, picture perception, cultural studies, magic.

Research published on rural media

systems, AIDS communication,

community health infomation systems

Published (a book) and taught on youth

gangs, mafias, ghetto culture, urban

planning and the effects of urbanisation

and labour migrancy

Teach all aspects of radio news

production (interviewing, newsgathering,

sound production and audience research)

Teach modules in writing news for print

and sound

Have extensive expen'ence and teach in

design (am completing a book on the

basic principles of design). I am a

consultant on design to many publications

and produce children's books

I use and teach Dos, wan'te, Ventuxa,

Coreldraw, Windows, Norton and have a

working knowledge of Pagemaker and

Apple DTP systems.

My portfolio in the department is post-graduate research, which includes the management of publications, conferences and bursaries. In order to improve undergraduate research skills I have developed a form of large-scale research seminar which is presently being used with a combined Third-year/Diploma class consisting of 130 students. The idea of this system (which I call hot-wire teaching) is to put students directly in touch with real-life issues, using the excitement and trust generated to get them going on research. I have used this over the last five years with considerable success.

In 1989 some 80 students combined to produce an AIDS media package, including print, radio and video productions, which has been well received in the community. In 1990 the Third-year class organised and ran the first Media Policy Workshop ever held. Speakers came from as far afield as Sweden and Namibia. The workshop was of great significance in the journalism field and the outcome was published in the Journalism Review. The issues were picked up by IDASA, which held a successful follow-up conference in Johannesburg.

In 1991 the students researched the problems of communicating an electoral process to people who are illiterate or have low levels of literacy. The research was published as Rural Media and there has been a high level of interest in the publication from many organisations nationally. In 1992 students were involved in a Kellogg Foundation project on community health. The assumption was that community health problems were communication problems, and research teams assembled a workbook for health workers called Communicating Community Health. The essence of this type of teaching is to involve students in real-time issues. Their enthusiasm for the courses have been considerable, and we have pioneered new areas of research at undergraduate level.

In 1993 I am holding an international conference called Making Media Work for Southern Africa is Development. It will be a meeting ground between Third World journalists and development workers, and will lay the foundations for new understandings about media in the new South Africa.

I am also on the Academic Support Committee, and co-run the New Lecturers Orientation Course every year, assisting new teachers to improve their lecturing style and techniques.

#### Research guidance

I do most of the postgraduate supervision in the Department. I presently have four masters students.

#### Preparation of teaching material

Media studies is a young discipline in South Africa. When I joined the Department in 1983 teaching material (let alone good teaching material) was extremely scarce. And because ours is the only academic journalism department in the country we were expected to be the source of new material.

As a result, much of my material came from primary sources, and from journalists I could lure to rostrums at Rhodes. Since then a considerable body of work (but still not enough) has been produced by my colleagues and myself. The Policy Workshop was the first attempt to stimulate research papers, and this was followed by the Making Media Work conference. An important step came in 1991 with the publication of the Rhodes Journalism Review. The Journal is the first of its kind in South Africa, and it has been a great source of articles and debates for teaching purposes.

I have also written a PhD thesis on an aspect of the history of the media in South Africa (soon to be published) and am engaged in writing two books on journalism. I have also written a design manual which is in the process of being published. This work is being reflected back into teaching and conferences, and is altering the way in

which media is being understood in this country.

#### Research

My list of publications is attached and includes books, book chapters, research reports and conference papers. I have completed (and had published) research on street gangs in Cape Town (The Brotherhoods - David Philip Publishers), on migrant labour (Telona - SALDRU, Cape Town), on black township conditions (Elsies River - Institute of Criminology, Cape Town) and on the life of journalist Ruth First (Writing Left - Mayibuye Publishers, forthcoming). I am presently working on a book about Christopher Gell, a campaigning journalist of the 1950s, and am writing a biography of First for children, commissioned by Longmans. In addition, my research on low-literacy communication and on radio is reflected in my publications list below. During 1988 I studied in Britain as a reader at the Institute of Commonwealth Studies, and gave seminars at London and Oxford universities. During my stay in Britain I acquired for Rhodes University the Christopher Gell collection, and have amassed a considerable volume of material in my thesis field which will be housed at Rhodes. During 1988 I also unearthed the New Age Files, probably one of the most important media collections in the country as well as a collection of valuable historical documentary films. I also assisted Richard Rive in his publication on the Olive Schreiner Letters.

In late 1989 I was invited to the Soviet Union, and spent some time in Moscow and Leningrad. I gave seminars at Moscow State University, the Afro-Asian Solidarity Movement and the Africa Institute.

In 1987, in an attempt to develop a body of media research, I began negotiations with journalists, newspapers and funding organisations with a view to starting a research and training institute. I received R37 000 seed funding from Canada and have set up the Media Research and Training Unit within the Journalism Department. The funds were used to undertake community media training in Cape Town and Durban, and to research and establish a computer-based national news network. The MRTU is raising funds to set up a Rural Media Project which will provide bursaries for five Masters students doing research into low-literacy communication.

Funds raised for research & training .

R22 000

' R17 000

R250 000

R48 000

R37 000

R48 000

R12 000

135 000

R40 000

Research on street gangs

Research on Left-wing press

Rivendell Childrens Centre

African Sun Press (literacy)

Media Research & Training Unit

Development Journal

Media Policy Conference

Community Radio Workshop

Development Media Conference

Management

I am presently director and founder of the Media Research and Training Unit, and am deputy head of the Department of Journalism and Media Studies at Rhodes University. I am also course director of the MA programme. I am a trustee of the Broadcasting Development Trust, and was on the drafting committee of the resolutions which

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emerged from the Jabulani, Freedom of the Airwaves conference in the Netherlands in 1991. At this conference, policy guidelines for a future broadcasting network for South Africa were formulated. These resolutions became the foundation of the African National Congress policy on broadcasting.

I have also fundraised for and run two international conferences on media. The first, in 1990, was the Media Policy Workshop which was the first attempt to reformulate media policy in South Africa after the unbanning of political organisations. The second, in 1993, is Making Media Work for Southern African Development, and is an attempt to bring together journalists, editors and development workers from throughout the Third World in order to re-think media priorities in the developing economies of Southern Africa.

I have also been centrally involved in preparations for the launching of a community radio station in Grahamstown. To this end I have been involved in national and international link-ups and have secured a re-broadcast agreement with the BBC. I have also been training local people in radio skills and received R5 000 from the Dutch Embassy to run a radio workshop. As a result of these efforts I became a trustee of the Broadcasting Development Trust.

It was in an attempt to stimulate research that we launched the Rhodes Journalism Review of which I am a founder member. It comes out twice a year, and is fully-funded from outside the University. I have also helped to launch the East Cape development journal, ECDAFF Voice, and was assisted with a R40 000 grant from Oxfam.

I also assisted in establishing the Children of Africa Trust (to fund research and projects for children), Rivendell Children's Centre (an ecologically-based, non-racial preschool and teacher training centre), African Sun Press (which produces cheap - and for the underprivileged, free - books for children). I am a trustee of the Trust and the Centre, and a co-director of the Press.

I am also a past chairman of the Grahamstown Rural Committee, a founder member of the Grahamstown Democratic Action Committee (a UDF affiliate), a founder member of the National Media Trainers Forum and an executive member of the National Community Radio Forum. I am also a member of the Rhodes Arts Faculty Board, the Rhodes Academic Support Committee (which assists weak or second-language students), the Learner/Teacher Support Committee (which assists lecturers to improve their teaching) and a founder member of the Grahamstown Community Radio Forum.

I have always held that the best investment is in skills. Mine are somewhat diverse. I am a qualified carpenter. In engineering drafting in my matric examination I obtained the highest marks in the Cape Province and went on to study electronic engineering, carrying forward my drafting and adding physics, electronics and maths. I then worked on transmitter and studio construction, and moved into sound journalism. I spent two years with the national state broadcaster learning sound production and journalism. Transferring to a township tabloid newspaper (The World), I spent two years learning about newspaper design and, having moved into Soweto, about black South African issues.

In Britain I worked on a trade union newspaper and later became a correspondent for United Press International in North Africa. In between I earned my keep by doing yacht restoration in Malta. Returning to Southern Africa, I set up Swazi Leather in conjunction with the International Labour Organisation, a project which trained Swazis in leather design, production and marketing. After a year I handed over to a local manager and began work on a newspaper in Rhodesia (Zimbabwe) alternating between newspaper design, feature writing and war reporting. I left Harare for Cape Town (to avoid being

drafted into Ian Smith's army), and became the main page designer for the Argus.

Following the 1976 Soweto uprising (and as a result of it) I left newspapers to study African history at university, having felt that my knowledge of current events as a journalist was inadequate. I obtained a first in African history and became a full-time post-graduate researcher into the contemporary history of South Africa. I wrote three books - on migrant labour, township history and street gangs - before joining the Rhodes Journalism Department as lecturer.

As a lecturer I studied history, teaching methodology and text design. I have carried all three interests forward. My PhD, soon to be published; was on an aspect of South African media history; I became a member of a small group of lecturers attempting to train their colleagues on effective communication and teaching methods; and I both taught and practiced text design, pioneering computer-based design teaching in the university. The latter skill has become a hobby as well, and with my wife we set up African Sun Press in which I am researcher, director and book designer. To date we have published four children's books, three of which have won awards as the top children's books of the years in which they were published. Five more books are in process, one of which - a cultural grammar of Xhosa - will revolutionise the teaching of that language.

I am also presently working on two books - one for 12-year-olds commissioned by Longmans, the other on an aspect of journalism history.

I am a skilled mountain bike rider, and have started a club with children in which they learn the value of fitness and the beauty of 'our fragile Eastern Cape ecology.

Overall

I am a good, innovative teacher, well-respected in my field both nationally and internationally, highly skilled in fundraising, research stimulation and the organisation of people and programmes. I am well able to administer a department, division or organisation.

I work well with people and tend to prefer consultation and team-work to orders and directives. I am also a good writer of both short articles and books. My skills in design and radio programme production are useful in any projection of a project or organisation to the public or to other organisations.

My wife, Patricia, is a writer and publisher focussing on ecological and indigenous children's books. She is also a child-care worker who has started several pre-schools, a trust to support children's projects, a publishing company and has organised the planting of a children's peace forest. She speaks four languages and has recently written a textbook on the learning of Xhosa. Both she and my children are Italian citizens. We have been married for 20 years.



Voluntary affiliation to social responsibility Theses, dissertations and publications  
 organisations 1 Books  
 Organisation Affiliated on Elsie's River (University of Cape Town, 1981)  
 National Union Of Journalists (UK) member TELONA: The making of a private labour recruiter (SALDRU, Cape  
 South African Union of Journalists (SA) member Town, 1982) , ,  
 Association of Democratic Journalists member ,  
 Wages Commission (UCI') member The Brotherhoods - street gangs and state control in Cape  
 Town  
 SA Labour & Development Research Unit researcher .(David Phillip Cape Town 1984)  
 Labour Bureau Project (UCT) researcher Writing Left: The Journalism of Ruth First (David  
 Philip, Cape Town  
 Institute of Criminology (UCT) researcher 1993) - forthcoming). '  
 Grahamstown Democratic Action Group founder member '  
 Ilizwi laseRhini (community newspaper) editorial co-ordinator m3  
 United Democratic Front affiliate member The Brotherhoods: Street gangs and state control  
 in Cape Town  
 African National Congress member (MA, African Economic History, UCT, 1982)  
 Grahamstown Rural Committee chairperson  
 East Cape News Agencies founder member  
 Grahamstown Community Radio Forum founder member  
 Broadcasting Development Trust founder member BOOK Cheaters  
 SA Community Radio Forum \_ founder member "w"  
 Journalism Review editorial board member  
 Critical Arts Journal member  
 Academic Support Committee member  
 Mamer/Teacher Support Committee ' member Stone's boys and the making of a Cape Flats Mafia.  
 In B Bozzoli:  
 Children of Africa Trust founder & trustee Class, Community and Conflict (Raven Press, Johannesburg,  
 1986)  
 Rivendell Children's Centre , founder & trustee ,  
 African Sun Press founder, book designer  
 & co-director'  
 Writing Left: The Journalism of Ruth First (PhD, Politics  
 Department, Rhodes University, 1992) .  
 Breaking the web - gangs and family structure in Cape Town. In D  
 Davies & M Slabbert: Crime and power in South Africa: Critical  
 studies in criminology (David Philip, Cape Town, 1985)  
 Ideology and urban planning in Cape Town. In M Simons and WG  
 James: The angry divide: Labour, politics and society in the Western  
 Cape (David Philip, Cape Town, 1989) ..

The press and popular struggles in South Africa. In K Tomaselli, and E Louw: The alternative press in South Africa (James Currey, London, 1991)

Culture and communication: The rise of the left-wing press in South Africa. In Institute of Commonwealth Studies: The Societies of Southern Africa in the 19th & 20th centuries (University of London, 1990) .

Writing Left: The journalism of Ruth First and The Guardian in the 1950s In G Jowett & KRM Short: History of mass communication (Cambridge University Press, Cambridge, 1991)(forthcoming)

Ruth First, a biography (commissioned by the South African Dictionary of Biography, Pretoria 1992)

Periodical journal articles

Urban relocation and control of the working class in Cape Town: Group Areas. Criminology Sourcebook 1 (Cape Town, 1982)

Street gangs in Cape Town. Criminology Sourcebook 2 (Cape Town, 1982) '

Breaking the web - economic consequences of the destruction of extended families by Group Areas relocations in Cape Town (SALDRU Monographs, Cape Town, 1984)

The grassroots press in South Africa - tipping the scales of justice. In F USE, November 1984, Vol.8, No.4, Toronto, 1984)

Are gangsters just bad guys? In Upbeat 8 (Johannesburg, 1984)

Cape Town, city of fences. In Upbeat 8 (Johannesburg, 1984)

The commercial press - a failure of will? In The Democrat, Vol.1, No.1, Winter (Grahamstown 1984)

The Grahamstown uprising of 1917. In The Democrat, Vol.2, No.1, Summer (Grahamstown 1985)

Culture as communication. In Race and Class, 31.2.89 (London 1989)

Tomorrow's media guidelines. In South (Cape Town 1.8.90)

Economy, Stalinist Russia's achilles heel. In Rhodoe (Grahamstown May 1990)

Fine tuning television. In The NewAfrican (Durban, May 28, 1990)

'Ihning into the future. In South (Cape Town, May 28, 1990)

When actors become authors - radical communication in the 1980s. In Southern African Report, Vol.6, No.1 (Toronto, July 1990)

Making media policy. In Rhodes Journalism Review Vol.1, No.1 (Grahamstown October 1990)

The Future of Radio in South Africa. In Jabulani Conference Reports, Amsterdam, 1992)

Liberation radio in Africa. In Rhodes Journalism Review Vol.2 No.1. (Grahamstown, June 1992)

Time to bury the alternative In Rhodes Journalism Review, Edition 5 Grahamstown, December 1992)

Conference papers

Stone's boys and the making of a Cape Flats mafia (Wits History Workshop, Johannesburg, 1984)

Breaking the web - economic consequences of the destruction of extended families by Group Areas relocations in Cape Town (Second Carnegie Inquiry into Poverty and Development in Southern Africa, Cape Town, 1984)

Underdevelopment and the progressive press in South Africa (with  
Keyan Tomaselli)(Association for Sociology in Southern Africa  
Congress, Johannesburg, 1984)  
Some thoughts on democratic organisation within the progressive  
press in South Africa. (SASPU Congress, Pietermaritzburg, 1984)  
Ideology and urban planning in Cape Town (Western Cape History  
Workshop, University of Cape Town, June 1986)  
South Africa - the press and popular struggles (South African History  
Series, Oxford University, November 1988)  
South Africa - the press and popular struggles (The Societies of  
Southern Africa in the 19th and 20th centuries. Institute of  
Commonwealth Studies, London University, December 1988)  
1 The future of radio in South Africa (Jabulani! Freedom of the  
Airwaves conference, Doorns, Netherlands 1991)  
Video documentaries gCo-productions)  
Atlantis (UCT, 1981)  
The gangs (SATV Special Edition, screened 27.7.82)  
Kat River (Rhodes, 1985)1  
Place of Tears (Rhodes, 1985)  
I am Clij7ie Abraham and this is Grahamstown (Rhodes, 1985)  
Women without men (Rhodes 1986)  
Conferences  
Raised funds for and ran the  
Media Policy Workshop, September 1990.  
Community Radio Workshop, May 1992  
Making Media Work for Southern African Development, April  
1993