



DOE/013/0001/2
ELECTRONIC MEDIA IN EDUCATION

Project of the National Education Conference



12/05/93

MINUTES OF THE THIRD STEERING COMMITTEE MEETING

VENUE: SACHED boardroom
DATE: Wednesday 12 May 1993
TIME: 13:00 - 15:00

PRESENT

Kumi Naidoo	SACHED
Glen Ujebe Masokoane	SACHED
Jenny Glennie	SAIDE
Manie Eager	OLSET
Dorothy Brislin	CVS
Pat Govender	CRIC
Christine Morling	OLSET
Colin Haskins	NLC

APOLOGIES: Barry Gilder
Nicola Galombik
John Van Zyl

CHAIRPERSON: Kumi Naidoo

1. Kumi welcomed everyone to the meeting and requested that it finishes earlier than 16:00. There were no amendments to the agenda.
2. Minutes of the previous meeting:
 - 2.1 Corrections to the numbering of the Actions on page 5; they should be numbered 13,14 15. (not 12,13,14)
The minutes were adopted; Proposer: Glen
Second: Colin
3. Matters arising:
 - 3.1 Bill Siemering workshop. The Cape Town workshop was cancelled because the proposed date was on a long weekend and because there is a perception that the workshop is an OLSET initiative and that EME is also an OLSET vehicle. These perceptions became known when Pat had a meeting with Edric Gorfinkel of Bush Radio.

ACTION #1: Pat will report back to organisations in the W.Cape to clarify the EME initiative.

- 3.1.2 The date for the Johannesburg meeting was moved to Saturday 29 April as there is a SACHED publishing Conference on the 27 and 28 April.
Jenny will assist in co-ordinating the meeting and the meeting will be held at SAIDE.

ACTION #2: Each person must provide Christine with a list of possible participants.

ACTION #3: Kumi will write a press release about the workshop.

4 SAIDE support RE: Restaffing and infrastructure **JENNY**

- 4.1 Administration: Nicola will start in July
Olset will provide funds for her wages
The office will be housed at SAIDE
(See Nicola's job description; Paper #1)

SAIDE is employing a receptionist who can assist Nicola with secretarial work.

- 4.2 The SAIDE board agreed to provide funding for a research assistant to look into training and research in South Africa.

- 4.2.3 The SAIDE board agreed to provide funding for a research assistant to look into policy with regard to public broadcasting, in particular educational broadcasting. The funding will be for this position and for a counterpart from overseas.

5. Report back from task groups.

- 5.1 Training Task Group **DOROTHY**
SEE MINUTES OF THE MEETING PAPER # 2

- 5.1.1 Neil Butcher has been employed as a research assistant and has already started work. He is based at SAIDE's offices.

There needs to be a list of criteria to judge whether the training available is of any use. The Training Group will draw up this list. **JENNY**

- 5.1.2 CTW **DOROTHY**
The CTW initiative needs to be co-ordinated by the EME. Nicola agreed that a formal letter should be sent to the CTW formalising the relationship, and a copy of the letter would be sent to other organisations that CTW had contacted last year.
- 5.1.3 Manie met with people involved with the CTW in the USA. **MANIE**
They are excited to work with the EME. They were interested with infrastructure. There is about a 6 month time frame before they can come to South Africa, but in the meantime they will send people out to do a needs analysis and a survey and they will bring a job description for 6 - 9 people who will go back to the states for a training course and return to South Africa as the Pre-production team. Nicola has this information. CTW already has funding from the Ford Foundation for 6 months of work in South Africa.

QUESTIONS & COMMENTS

- 5.2 Clarification of job descriptions; **DOROTHY**
What kind of people are they looking for?
- They will draw up a document which will give criteria and be forwarded to the EME **MANIE**
- 5.2.1 Kumi should make contact with the media and education division of the ANC **JENNY**
- The ANC had taken the CTW initiative to SACHED and SACHED brought it to the EME. **KUMI**
- ACTION # 4: Kumi will write a formal letter to the ANC keeping them informed of progress.**
- 5.2.2 How will the people going to train in the USA be elected? **COLIN**
- The Training Task Group can develop this criteria. **KUMI**
It needs to be an effective but publicly accountable process. It needs to be tabled as a document and circulated to all EME participants.
- 5.2.3 People are moving too quickly as there is no formalised relationship and no proposal. **JENNY**

- CTW is sending a proposal and will send their response to the EME in writing. **MANIE**
- 5.2.4 We should develop training in South Africa that looks into educational programme making in this country. **GLEN**
- 5.3 Educational Programme Development and Design Task Group. **JENNY**
Not much has been done as Manie has been away and Jenny has been busy. Jenny and Manie will meet to discuss the group and a possible invitation list of participants. 2 requests have been made from people interested in taking part; Shereen Usdin from Multi Media health and Tsepo Ranto.
6. Lobbying Document (See Paper #3) **KUMI**
- 6.1 EME decided not to nominate people due to lack of consultation. Nicola and Kumi went to the oral presentations and the submission was well recieved. They recorded their concern that the word "Education" was omitted.
The panel used a narrow definition of education. SACHED made it's own submission on adult and distance education.
- 6.2 The NLC endorsed 3 nominees: **COLIN**
Advocate Moseneke
Advocate Bam
Frank Meintjies
- 6.3 Dr Van Zyl Slabbert is also on the short list of nominees **MANIE**
- 6.4 Lobbying Document #2 **KUMI**
Nicola and Kumi are working on a more consise document. A draft document will be circulated to Steering Committee members and then sent to the board. It must be ready in time for the first meeting of the new SABC board, by June1st.
EME must request a formal presentation to the board. Manie will help with the drafting of the document.
- 6.4.1 There is concern that we need more information **JENNY**
before drafting this document and meeting with the SABC board.

6.4.2 The document must signal these things: **KUMI**

- a) The Board is made aware of EME's existence early on and is sensitised to the power of education through electronic media.
- b) We must let them know that we have a research process already in place which will provide a detailed , concrete proposal by a specified date
- c) We need to sensitise the board on the gravity of the educational crisis in this country.
- b) Need to impact on programming in the period of transition and open up spaces for training.

There must be 100% consensus on the document.

6.4.3 The document needs to position the EME strategically even if it falls short on detail and structure. **MANIE**

ACTION# 5: The draft document will be sent out to all committee members by Wednesday 19 May. By Monday 24 May committee members must give any comments, additions or changes to Christine.

6.4.4 Kumi will then liaise with the Task Group CO-Ordinators on the final document.

6.4.5 As soon as we have presented the first document **JENNY**
we have to be working on the 2nd, more detailed submission. 2 people will be assisting with this document; one local person and one from abroad. These people must be identified. People who can give advice CIDTP at Wits.

Bill Siemering will also be able to help **MANIE**

6.4.6 Colin has contacted someone from the BBC and **COLIN**
he wants to know what is the time-frame for the consultancy.

Rather than get one person for 6 months it **KUMI**
would be more beneficial to get 2 people who have expertise and knowledge of different models, for 3 months.

6.4.7 The Task Groups must develop procedures to make the appointments.

6.4.8 We need the active support of the new SABC board. **KUMI**

6.4.9 We should think of getting someone from the BBC as they are going through a major change. **MANIE**

ACTION #6 Pat will give recommendations on people to bring into the research process who are based outside Johannesburg.

ACTION#7: Colin and Jenny will discuss the terms of reference and the length of time for the consultancy.

7. SABC meeting.
Madala didn't manage to get back to Kumi about their meeting. EME should go directly to Mr Harmse as he already has all the relevant documentation. **KUMI**

ACTION #8: Kumi needs input on who should be in the delegations both from the SABC and the EME. This was an action minuted at the last meeting and Kumi had no responses.

8. Job description for the co-ordinator (see Paper#1)

8.1 ADDITIONS: Nicola must write up monthly reports for the funders.

8.1.2 Nicola can receive regular input and tasks from the Steering Committee. **MANIE**

ACTION #9: Pat will give any additions he may have to the job description, to Jenny when he gets Paper #1.

9. EME follow-up Conference

9.1 Tebogo Loate can help with the organising of the conference. He has been employed by OLSET. **MANIE**

ACTION#10: The Educational Programme Development and Design Task Group will draw up a 1 page proposal finalising:

Date of the Conference

Key objectives

Logistical details

This will be ready by the next Steering Committee meeting.

10. Funding

10.1 The EME must draw on the resources of the organisations that are part of the initiative rather than do fundraising.

10.1.2 Nicola will be responsible for funding participation by regional members, eg: Pat. This will include travel and accomodation expenses. **KUMI**

ACTION #11: Pat will draw up a draft funding proposal, assisted by Manie.

GENERAL:

11. (see Paper # 4) Report from "Learning Channel" **JENNY**
She was approached by the Executive Director of Teljoy. Jenny is assisting him in identifying a pilot project that he can support.

ACTION #12: Jenny will meet with Barry Gilder and Colin to discuss this issue.

If anyone has any suggestions, contact Jenny.

DATE AND TIME OF NEXT MEETING:

TUESDAY 15 JUNE 1993 16:00 - 18:00

MEETING CLOSED 15:05