

WESTERN CAPE MEDIA TRAINERS FORUM - PLANS FOR 1991.

The Media Trainers' Forum (MTF) was formed in April 1989 in order to **coordinate and rationalise media training resources** in the Western Cape. At this time, many service organisations were working independently on Media Training. As a result there was extensive **duplication** resulting in under usage of expensive resources. Some of these organisations realised that there was a definite need for rationalisation and co-ordination of Media Training.

Since then its work has centered around and is encapsulated in its **aims and objectives**. These are as follows:

- * To **coordinate** media training for workers, students and community organisations in the WESTERN CAPE and rural areas;
- * To provide **media skills training** in the various fields for organisations and the broader community - **media awareness** electronic, audio visual, visual arts, written media etc;
- * To serve as a vehicle for **communication** between media service organisations and media activists where ideas can be advanced and problems be raised;
- * To **rationalise** media resources in the Western Cape.
- * To promote and develop **media education** and training as appropriate to the requirements for broad community **development** over the next period.

Work to date:

The following is a list of service organisations who are members of the Forum.

CAP (Community Arts Project) - Media Project(CAP) - Full-time, Part-time and introductory courses silkscreening, poster design, textile printing, wall-newspapers and other silkscreen related visual media. Also Photography, illustrations, cartoons etc.

GRASSROOTS - Design and Layout principles for Newspaper, Magazine and Pamphlet production.

COSAW (Congress of South African Writers) - runs creative writing workshops - short story, poem writing etc.

CECS - (Community Education Computer Society) computer training - Desk Top Publishing (DTP), word processing etc.

CVET (Community Video) - video training - video camera training and editing skills - the unit is presently training people to document township events.

CENTRE FOR DOCUMENTARY PHOTOGRAPHY - photography training;

CASET - Audio/cassette training - Although this is still an undeveloped communication tool its growth does have an enormous potential. Caset is also investigating the setting up a community radio station.

ILRIG - Labour Research and Information Group - Research and Writing skills training as part of their education and research workshops.

MTF PLANS FOR 1991

Below is an outline of the work that forum has projected for 1991.

- A) Setting up a Resource and Information centre**
- B) Setting up a Production Unit**
- C) Coordination of organisational Media training**
- D) WCMTF Initiated Training**
- E) National Networking**

RESOURCE AND INFORMATION CENTRE

The WCMTF office in Community House will house the following resources and equipment. This office will be available for the production of Media by and for the community by mid-July.

a) Resource library - media information and educational material

- Books\ booklets]
- media research papers
- newspaper clippings
- media packages for workshop use

b) Equipment

- photocopy machine
- modem \ fax facilities

PRODUCTION FACILITIES

- The **production unit** will provide assistance with **design and layout** of pamphlets and newsletters.

Equipment available to organisations -

Computers \ lazer printer\ Light Box
Duplicating machines \ off-set litho machines\
scanners \ platemakers

COORDINATION OF MEDIA TRAINING IN W.C.

The centre will coordinate media training in the following way.

- **Coordination of joint workshops** run by members of WCMTF with a specific focus on the rural areas
- **Channelling workshop request** to appropriate member organisations
- **Coordination of research** into future media and training needs in the W.C.
- **Coordination and rationalisation** of resources in the W.C.

WCMTF INITIATED MEDIA WORKSHOPS

In addition to coordination of joint workshops and programmes of member organisations WCMTF will offer training not offered by any of its members.

These include:

Design \ layout \ printing of pamphlets and newsletters
Broad media awareness programme
Press liason workshops

The Forum will also ensure that internal training takes place these include:

- Developing training methodologies
- back-up theory and skill training for member organisations

TRAINING PROGRAMME FOR 1991

It is foreseen that organisations will request workshops in different aspects of Media. Apart from these, the Forum will also initiate formal courses in a wide range of Media Methods.

The following is a proposed programme for coming months.

PRESS LIASON WORKSHOP FOR ANC BRANCHES/COSATU - April \ May

DESIGN PRINCIPLES / LAYOUT FOR NEWSPAPERS AND PUBLICATIONS
June \ July

BUILDING A MEDIA COMMITTEE FOR ALL ORGANISATIONS March \ May \ June

RURAL TRAINING - BOLAND REGION

- orientation workshops
- follow ups

It is the belief of MTF that the future of progressive media would be more effective if production and training were rationalised into similar forums. In the short term we will continue to provide organisational media training. In the longer term we hope to expand media training beyond organisational training to formal media education. This would require that we develop Media consciousness and participation at a broad level through a range of educational structures both formal and non-formal as well as through community organisations.

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