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**SACHED
Trust**
incorporating
**Turret
Correspondence
College**



1992 OVERVIEW

● SACHED MEDIA PROGRAMMES

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OVERVIEW

SACHED MEDIA PROGRAMMES

1992

In its proposal for the continued existence of SACHED's Educational Programmes Through the Media. SACHED made the point / observation that the use of media in education opens the possibility of SACHED scaling up delivery of educational resources and programmes. SACHED is one of the few educational organisations which view the use of media in education in a developmental way in order to build an awareness of the learning environment, to empower and reduce illiteracy among approximately 9 million adult South Africans. (constituting over 60% of the adult population of South Africa)!

The possibility of SACHED participating in a National multi-media educational resources provision initiative would also provide SACHED with the opportunity to impact on educational policy in accordance with democratic education concerns, currently lacking within the South African context.

- * building a learning environment which confronts issues of inequality, access, gender and race
- * designing educational programmes and resources for delivery on a massive scale
- * shaping an environment receptive to evolving policy initiatives
- * influencing the course of curriculum development in adult education and formal schooling so as to orient new courses towards the needs of a changing South Africa.

In building a broader Framework for adult education SACHED recognises the need of the delivery of educational resources on a wide scale in order to improve access to rural communities and those trapped in the deprived peri-urban centres and the outlying ghettos of South Africa's metropolis.

The task of providing and engaging national large scale media in education cannot be borne by SACHED alone, thus in its strategic planning, SACHED media recognises the need to build a common interest and partnership between educational organisations and the private sector. Popular educational material can make an enormous contribution to rebuilding the current fragmented and alienated learning environment in which so many adults and students find themselves. The development of a learning culture requires many inputs, and media in education has a crucial and major role to play.

Building on its success in 1992, the future and success of SACHED's media in education in 1993 has great prospects, but nonetheless is equally faced with the dilemma of delivering a viable financial base in a depressed economic climate. The work in educational media has as its prime purpose widening the out-reach of educational resources in a context of intense deprivation and poverty as we experience it today in South Africa.

How can development work succeed in a context where reduced funding is forcing educational programmes to devise a market-related financial base?

SACHED is committed to producing relevant, innovative and educationally sound materials and as such in 1993 we intend to strengthen our position to impact on policy during this period of transition and reconstitution of the education system in South Africa.

The overall content and focus of our educational media programmes in 1992 has seen much improvement through constant evaluation and consultation with funders, our target audience and sister organisations alike. SACHED has to sustain its visibility as a major contributor to the delivery of education through the media, and this position will continue to be maintained in 1993 and well into the late 1990's.

SACHED has responded positively to working with both the mainstream newspaper industry such as the Argus Group and the small independent press - the New Nation. SACHED's newspaper supplement unit (NES) is currently liaising with the Argus Group to print and distribute educational materials to a mass readership in Natal on a pilot basis, with plans and enthusiasm to spread the project nationally. The Natal Learn Project with the Daily News, Durban is probably our single biggest success with the ability to lend its expertise to teachers and teaches support organisation in the production of material thereby bringing in teachers at the heart of media - in - education. Thuthuka, another of SACHED's supplements carried by the UmAfrika a Zulu language newspaper continues to make great strides since its inception in May last year. The New Nation / SACHED Learning Nation supplement could be seen as the flagship of our newspaper supplements. Learning Nation produced up to 24 editions up till June of 1992, and then re-focused and engaged itself to concentrate on Matric examination preparation with 12 "Countdown to Exam" editions.

UPBEAT, SACHED's educational magazine for youth and teachers; the only educational development of its kind in South Africa has continued to make big strides as one of the most widely distributed alternative resource within schools. To date UPBEAT is available throughout 2 000 outlets around South Africa for the first time in eleven years.

UPBEAT has expanded its size to 40 pages per issue, produced 11 issues via a commercial distribution agency. The magazine circulation has averaged 12,791 per issue with estimated readership of 38,400. UPBEAT has also experienced increased sales in the rural outlying areas in the Transkei, Eastern Cape, Northern Transvaal and the Orange Free State, a healthy sign that we are indeed reaching out to marginalised communities.

SACHED Books is strategically located in our organisation to publish books aimed at educational policy - makers, adult educators, teachers, and most of all Learners who become the primary target group.

SACHED books finds their niche in the educational publishing industry through co-production deals, thereby not only having a unique publishing style but fulfils important gaps left by other publishers, and by setting standards for educational books.

In 1992 our Book publishing programme was highly responsive in collaboration with key national organisations in publishing two key unscheduled publications **Back to Learning**, and **Build your PTSA** both books capturing important moments of campaigns and conferences around Parent-Teacher-Student-Association's through the National Education Co-ordinating Committee (NECC)

Overall ten books were scheduled for publication in 1992 - **HOW TO WRITE ESSAYS** and **ENGLISH FOR EVERYDAY** have been delivered for publication with Maskew Miller Longman. Both publications are aimed at secondary schools and first year university students and their educators. Another important history teachers pack **THE LAND THE BASOTHO LOST** was also published.

SACHED Books is in the process of hosting and convening a major conference with the National Education Co-ordinating Committee (NECC) in Education Publishing to be attended by Lead organisations, educationists, and the publishing industry.

The question of financial viability of SACHED's media programme has been central to our strategic planning and thinking. Much as there appears to have been significant success in generating earned income through UPBEAT and Books, the reality is still of an economically depressed market. Nonetheless SACHED's media has sought at new ways and appraised its work practice. Our Books unit received the assistance of a financial consultant to research systems for more financial control. The unit has also been successful in negotiating for our co-publishing contracts are now generally more favourable than in the past, thus allowing us greater flexibility to exploit new possibilities. The Department of Education and Training (DET) order of 700 copies of "ATOMS MATTER" is a very encouraging signal for this development.

If SACHED Newspaper Educational Supplements is to be strategically located within the newspaper industry, our current strategy for syndicating work to other newspapers around the country would appear to be one of the best options. SACHED's involvement with Argus newspapers in evolving a national plan for media-in-education provides us with the basis for future partnerships with private sectors on project development. We cannot under estimate

the tasks ahead of us. For the future our media-in-education will be looking at the use of the electronic media in development, and as such SACHED Trust is hosting an important two day broadcasting workshop with Lead organisations to plan and debate the future of Education Broadcasting in South Africa - 5 - 6 March 1993

Glenn Ujebe Masokoane
24 February 1993.