



# ELECTRONIC MEDIA IN EDUCATION

Project of the National Education Conference



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Braamfontein 2017

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5 July 1993

Mr. Baxter Urist  
Director  
The Children's Television Workshop  
New York

Dear Baxter,

Nicola Galombik, the Co-convenor of the Electronic Media in Education Initiative of the National Education Conference, briefed the steering committee of the EME about your meeting with her in New York in 21 May 1993.

The steering committee was keen to hear about your discussions and have asked me to communicate the following to you:

- (1) The committee supports the initiative in principle.
- (2) The committee noted that the ANC Department of Information and Publicity had asked an affiliate of the EME, the SACHED Trust to liaise with yourselves. SACHED opted to deal with the issue as part of the EME rather than independently. The EME has agreed to undertake the responsibility of liaising with CTW with regard to the proposed initiative.
- (3) The EME was established to advance co-ordination and provide a framework for the development of the electronic media in the education sector. The committee feels strongly that CTW's project falls within our ambit of responsibilities and has the potential to make a major and valuable contribution to educational development.
- (4) The committee sees great value in the training possibilities that the project could facilitate for South Africans who have been historically disadvantaged.
- (5) It was however, noted that presently the broadcasting environment is in a state of flux and is subject to much contestation. The issue of the SABC Board as well as legislation for a new regulatory authority for broadcasting remain unresolved. Therefore, the committee is concerned that the timing, pace and processes by which the project evolves need to take into account the concrete realities in



the broadcasting and educational environment in South Africa. Furthermore, the CTW initiative, we believe, would be enhanced if it were part of and in sync with broader initiatives such as EME which are linked to both educational and broadcasting development.

We are aware broadly of your plans to bring South Africans to New York and to begin development on the project. However, we would welcome in more detail your thoughts on how to proceed with the above.

As of this month, Nicola will be a full-time national co-ordinator and researcher for the initiative and will be based at the South Institute for Distance Education at the above address.

We look forward to hearing from you shortly.

Yours in education,



*for* Kumi Naidoo  
(Co-Convenor)