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TITLE OF PROJECT: Environmental and Development Agency's  
Publications Programme (EDA)  
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ACCOUNT NUMBER: 1953 275206  
ACCOUNT NAME: Environmental and Development Agency  
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FINANCIAL INFORMATION:  
TOTAL BUDGET OF THE ORGANISATION - R3 645 411  
HOW MUCH IS THE ORGANISATION ASKING FOR FROM WUS(I) - R400 000  
YEAR FOR WHICH THE FUNDS ARE REQUESTED - 1992  
WHAT WILL THE AMOUNT REQUESTED FROM WUS BE USED FOR? - To help  
meet the budget of the publications programme.  
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BUDGET INFORMATION:

1. SALARIES AND STAFF BENEFITS

Co-ordinator/editor  
Pictures editor  
Senior writer  
Writer  
Admin support  
Marketing/promotions  
Marketing administration  
Deepatch clerk  
Pensions  
Medical Aid

UIF

WCA

068

808

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560

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620

219

900

400

380

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TOTAL R357 955

2. IMPLEMENTATION COSTS

Nil. All overheads are carried by the Administration Programme. But fundere are requested to consider bearing a proportion of total administration costs (calculated by the funders' proportion of total cost, as a fraction of total admin costs). This is a separate and additional request and is intended to induce functional groups to keep their demand on admin costs down.

If NUS agrees to this, the funders supporting administration will be notified and credited accordingly. In the case of wus, the request will be for R77 063.

3. PROGRAMME COSTS

Freelance writers  
Board meetings  
Travel \_ writers  
Market research  
New Ground production  
Production of other publications

500

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800

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TOTAL 300

4. CAPITAL COSTS

Computer/PC network hardware R 30 000

PROJECT TOTAL BUDGET : R926 855

(This excludes to R77 063 additional request for Admin costs)

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OTHER FUNDING SOURCES:

- Internationally: None at present but Christian Aidm USAid and others will be approached.
- Locally: Kagiso Trust. Other local companies and trusts are being approached.
- Self-generated income: Sales and subscriptions of New Ground and other publications. This will be strengthened and revenue will also be gathered from advertising, syndication and increased prices.

AIMS AND OBJECTIVES:

t To produce and distribute a quality, independent and self-sustaining, popular magazine, New Ground, dealing with issues of development and environment.

X To explore the links between environment, development, l politics and economics in order to promote the concept of sustainable development.

X To reflect the concerns and interests of grassroots communities about the environment and their human development needs.

X To look at positive initiatives around the environment, e.g. development projects.

x To pursue vigorous investigations into environmental issues, particularly where there is actual or potential abuse of the environment.

X To promote networking of people and organisations involved in these fields.

# TC)promote contacts between professional ecologists and political groups.

X To work for self-sufficiency without losing sight of the principles of sustainable development achieved without the exploitation of people or the environment.

TARGET GROUP:

EDA's target group is rural people, especially those in the "homelands" and who are in some way especially disadvantaged.

New Ground's target group is mainly educators and people who can, or will be able to, influence issues of rural development and the environment. This group is a vehicle for influencing rural black youth.

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#### DESCRIPTION OF THE PROJECT:

##### New Ground:

This is a quarterly journal dealing with people, development and the environment. It is the only regular publication dealing with these issues in an integrated way.

The information presented is in the form of interesting articles rather than in the form of a teaching manual, although ways to help educators use the material more easily are being planned.

There is no comparable information in any textbook or syllabus, . so New Ground is a unique resource.

##### Other Publications:

There are a large number of these, all relating to rural development. They are popular and sell well.

#### PROGRAMME OF ACTION:

##### New Ground:

Six editions of 5 000 copies each are planned for 1998. These will be mailed to identified people/organisations listed on EDA's data base. Sales and subscriptions will be increased.

##### Other Publications:

9 000 copies of a calendar will be sold through development agencies.

Other publications planned include:

i a land publication, covering land use and policy issues.

# a development projects publications

l a photo essay on South Africans and their environments

X training manuals for EDA training groups for use by fieldworkers and community-based organisations.

#### STRUCTURE AND ACCOUNTABILITY:

EDA consists of five workgroups - administration, training, publications, Transvaal and Transkei - with a general co-ordinator.

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It has a management committee composed of the co-ordinator of each group, and an advisory board and separate publications board. Members of both boards come from outside organisations. EDA Publications is a member of the Independent Press Association of South Africa and it co-operates with other alternative publishers, who use its material.

It has links with organisations such as Earthlife Africa.

A market research programme is planned for late 1998.

#### IMPACT:

The perspectives provided by New Ground will help educators teach young South Africans about development and environmental issues vital to the nation as a whole. There has already been positive feedback from development workers, N605, trade unionists, political activists and educators as well as conservationists.

#### MONITORING AND EVALUATION:

For the other publications, enough sales to cover costs are a reasonable means of evaluation, but for New Ground a thorough evaluation is needed and has been planned and budgeted for.

The evaluation will help shape the content, volumes and target of the magazine. It will also be aimed at securing information on attitudes to, and understanding of, development and the environment. This will provide a valuable source of information for a wide range of interested groups.

#### PROJECT ACTIVITY FOR THE LQST YEAR:

X Production of a five editions of New Ground, as scheduled. Articles included several presenting the case for the traditional land use rights of locals in proclaimed national parks. Other topics covered included bantustan politics, toxic waste, nuclear energy, Aids, strip mining, literacy, squatters, communities vs factories and sustainable agriculture.

X Assistance was given to black writers to improve their journalistic skills.

X New Ground was runner-up in the M-Net/SA Nature Foundation awards for environmental journalism.

X The circulation of New Ground was 5 000 and the number of subscribers rose by 300 to about 800. This was encouraging, but priority is also being given to increasing circulation more generally and this will be done through targeted promotional mailings.

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X A marketing strategy study was commissioned and one of the recommendations was a concentration on direct mailing, which improves communication with readers. Subscription sales also provide a better return than shop sales. But it remains important to improve sales to the general public and a commercial distributor has agreed to take 800 copies on a trial basis.

X It was recognised the New Ground needs to seek advertising to recover costs. This has not been easy because of the contentious nature of some of the article published, but some has been secured.

X New Ground articles were syndicated to other progressive publications so that they could reach a wider audience.

X Sales of EDA publications, especially the Peoples' Workbook, remained steady. New publications included a study of the Bushmen, called Shaken Roots. A travelling photo exhibition based on this book was sent to several centres.

# A slide-tape show, This is Our Land, was produced to give a broad cross-section of views on the land debate.

X A 12-page calendar was produced.

X A new booklist was produced.

# A series of three development videos was produced.

Generally, operating to a budget that was lower than planned Caused great strain and necessitated the postponement of a book on land issues. This constraint has highlighted the need for greater emphasis on marketing and distribution to raise revenue.

#### PROJECT FUTURE PLANS:

A minimum of 5 000 issues of each edition of New Ground will be distributed to the target group. This will be done through subscriptions and sales where possible, with the remainder being sent to interested groups who should have access to the information made available.

New Ground will be produced every two months instead of quarterly, budget permitting.

Production and marketing staff will be increased for all publications.

Market research will be conducted for New Ground.

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Revenue will be increased through:  
the more realistic pricing of publications

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X increased advertising

t increased New Ground subscriptions - this will be  
promoted through "enticements", such as prizes, which  
will be offered only to subscribers.

X syndication

Training and support will again be provided for black writers.

A wide range of other publications will be produced.