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INTRODUCTION

At the initial level the following proposal envisages a distinction to be drawn between amateur groups/individuals and professional groups/individuals. This distinction is not aiming to discriminate participation of either group, but seeks a balanced pro-activity towards ensuring a successful election effort. It seems apparent that professional musicians and poets are already being involved in the election process, e.g "Music Festival For Elections - Ackerman Stadium - 4th September 1993". This show includes Mzwakhe Mbuli, Brenda Fassie, Rebecca Malope to name but a few. The admission is Twenty Rand (R20) which may not be afforded by a non-working person but by those who are presumably employed or can somehow afford it.

Given the above, the proposal concerns are on Professional Performances/Participation and Amateur Performances/Participation toward ensuring a successful election victory. A specific attention is also given to what here is termed marginalised groups, i.e English, Afrikaans, Indian, Asiatic and other peoples culture.

PROFESSIONAL

PERFORMANCES/

PARTICIPATION:

It is here-below recognised that professional poets, dramatists, dancers and musicians are known to be making a living on their profession, whereas amateurs may or may not be fulltime artists who may or may not be making a living out of their professions. Below are some of the points which relate to professional artists.

Performances need proper and experienced management personnel who have an unquestionable support and loyalty to the movement.

Already it seems attention is given to this point as evidenced by the Carlton Hotel organisers (for the Mandela birthday-party) such as Welcome Msomi et al. It may be considered whether a team of co-ordinators including Welcome Msomi and his colleagues could be set

up. It also seems that a production team in the name of "Word of Mouth Production" have a good reputation of professionally putting together good Festivals and professional performances - Some kind of contraction with them could be reached.

More than anything else performances could effectively fund-raise for the election effort.

THE FESTIVAL CONCEPT may be one of the most important in the Election effort. Apart from creating a spirit of confidence in coming out of elections victorious, it will also ensure good fora for the ANC/SACP alliance to spread the political message to as many people as will come to these occasions. As a concept "The Festival" may entail the massive involvement at a national scale through performance activity of local traditional and modern dance, choral and band music, drama and poetry groups which are not necessarily popularly known.

It is hoped that Leaders of the organisation, as exemplified in recent performances (Botshabelo), will always accompany and be present in these performances.

Though these concerts may be targetted for the working population, the black middle class and some section of the population which can afford, it is important that at some stage they (concerts) be used for ordinary rural and marginalised sections of the population which may not afford but wish to be party to them, i.e some free concerts could be possible for the sake of the movement to have more access to these sections of the population. Alternatively one or two professional artists may join the mobile video unit in the border areas from time to time.

Participants may have a well-composed ELECTION SONG akin to the American hit "We are the World; We are the children" of the 1980's which could be immediately and professionally recorded. It is hoped that this song could be released on the

market as soon as possible so that by the time of election-day the majority of the electorate may all join in song.

Other songs which may be recorded may of necessity extol leaders of the A.N.C/S.A.C.P Alliance so as to strengthen their constituency. It is hoped that by this deliberate exercise the more individual leaders are popularised is the more the movement at large would be popularised.

Professional artists could produce a film, videos and audio-tapes by involving musicians, dancers, actors, poets and narrators in VIDEO PLAYS and AUDIO-TAPES for popular home-viewing. It is hoped that these professionals may be the same core group to give live performances of the election script embracing all these art-forms in one show.

Professional choirs such as Imilonji ka Ntu, Ionian Male Choir and others such as the A.N.C Choir, could be approached for something like a "Choir-Day For Elections" kind of a theme - which they might kindly accept to do. Choirs could also be of help in either the re-composition of old songs which emphasised the political situation of guerilla warfare years - bent on war rhetoric - or the composition of new ones. All with the aim of emphasising the spirit of social reconciliation, peace and goodwill as opposed to violence.

Conclusion:

It is therefore apparent that despite initiatives already taken there is need for reinforcement of all these events in the name of the A.N.C. Already it seems Comrade Garnett Godden has some or certain initiatives in this regard. There may be possibilities of co-ordinating proposals made here with him (Godden), Welcome Msomi and others involved.

AMATEUR

PERFORMANCES/

PARTICIPATION:

For amateur performances THE FESTIVAL CONCEPT may also be one of, the most important in the Election effort. Apart from creating a spirit of confidence in coming out of elections victorious, it will also ensure good fora for the ANC/SACP alliance to spread the political message to as many people as will come to these occasions. As a concept "The Festival" may entail the massive involvement at a national scale through performance activity of local traditional and modern dance, choral and band music, drama and poetry groups which are not necessarily popularly known. Whereas professional individuals and groups may be financially and logistically demanding, amateur groups and individuals are far less so. Additionally, amateur performances of this nature emphasise communal involvement which can attract ordinary poor people to listen to "VOTER EDUCATION" programmes by political activists of the movement, who may join in the occasions.

it is proposed that some of the involvement of amateur groups would include questions such as

to:

involve amateur CREATIVE ARTISTS such as dramatists, poets, story-writers, composers, choreographers in the election effort. Their being in constant contact with local branches of the ANC would explain what is priority in terms of winning more and more supporters into the movement. It is also recommended that the theme of these art-creations should always be mapped onto strategies of the movement towards the election victory. bring to the imagination of rural populations that a vote for the ANC is not opposed to their chiefdoms or communal structures but will secure the communities socio-political preferences.

have a well composed ELECTION SONG akin to the American hit "We are the world; We are the children" of the 1980's.

similarly draft a ELECTION DRAMA script for either being workshopped by community groups or to be performed at localised

areas by pro-movement amateur groups. This would highlight cultural handicaps of rural populations, such as for a wife to be told by the husband as to what organisation she would have to vote for. The above is proof enough that to efficiently and quickly accomplish this task some kind of structure is needed and that the more movement toward election is the more cultural involvement will be needed.

PROPOSED CULTURE-STRUCTURE FOR ELECTION CAMPAIGN

Introduction:

The initiative taken by the Department of information and Publicity (DIP) to engage wholesale cultural activities for the election effort cannot be surpassed in its correctness. Because the DIP engages cultural activity, links with the Department of Arts and Culture (DAC) seem necessary.

There is also likely possibilities of co-ordinating effort with the Elections Committee/Commission (and sub-committees), the Fund-raising Committee (and sub-committees), Professional bodies/individuals (e.g "Word of Mouth Productions", Caiphus Semenya, Jonas Gwangwa) and grass-root cultural units and individuals. Apart from the possible links mentioned above, the structure to be created may also consider possible links with established Electronics Media and the Print Media whether as institutions or individuals among them.

In as much as the Trade Centre talks found it necessary to consult grass-root opinion on the re-demarcation of borders inside South Africa, so is it necessary that proposals on the structures meant to man cultural activities for elections, transcend planning boundaries from head-office so as to have more grass-root voice on them (i.e on structures). This is said with particular reference to rural areas and marginalised communities. It is therefore hoped that a structure which incorporates and consults all these organs can quickly and efficiently disseminate the movement's election messages through the medium of culture. In this case such a structure will have to be geared for consciously engaging cultural activity as a propaganda medium and not a culture medium in itself - despite the fact that the two serve mutual interests in many cases.

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Below is a suggested Structure which is at present elementary and open to further scrutiny and development.

STEERING COMMITTEE

4 - 5 MEMBERS

FUND-RAISING

COMMITTEE

PROMOTION AND

MARKETING

PRODUCTION

TEAM

SIBLLCJMBE

BODY OF PROFESSIONAL

ARTISTS

AUDIO-VIDEO

AND FILM

UNIT

RURAL

CULTURE

REGIONAL

F0? FUND-RAISING PERFORMANCES

ELECTIONS COMMI'ITEES ORGANISING

COMMITTEE COMMITTEE

MARGINALISED

CULTURES FOR

ELECTIONS

COMMITTEE

ENGLISH, AFRIKANER,

INDIAN, ASIATIC,

COLCXJRED AND OTHER

PEOPLE'S CULTURE

SUB-COMMITI'EES

As can be seen the structure attempts to accommodate the mobilisation of other community groups into the election mould. Apart from the distinctions already drawn between amateurs and the professionals there is also need to give attention to other marginalised sections of the population. In terms of cultural involvement toward popularising the ANC for the Elections, it seems the so-called Coloured, Indian, Asiatic, Afrikaner and English population cultures are not given enough attention. Thus the following is proposed:

H R AL

Analysis:

According to the 702/Star Poll conducted by the Media and Marketing Research in the 3rd of July1 (See 2nd August 1993 "The Star") newspaper, on the one hand "The ANC attracts the support of 78% of black respondents. It also draws 29% of Indian support, 15% of Coloured and 4% of Whites", whereas on the other hand the NP has 3% black respondents. Results also suggests 4 out of every 10 white voters, 5 out of every 10 coloured and Indian voters would go for the NP. These figures suggest an obvious gap between the NP and the ANC in relation to support of other communities other than Black.

Since it seems the above poll is consistent with other recently conducted national polls, it would seem clear that the role cultural activities could play in these communities would almost quickly cure this imbalance.

Moreover this poll was conducted where there is a large concentration of Indian, Coloured, Asiatic, Afrikaans and English populations. Is this typical of other areas such as in the Durban/Pietermaritzburg area; the Cape Town/Port Elizabeth/East London and other areas?

RESEARCH

OR

1The sample was conducted on the Witwatersrand and made up of 817 eligible voters. Much of the interviews were conducted through telephone conversations and a small percent were conducted in the streets around the reef.

OPERATIONAL PHASES 2:

To-

immediately engage the local ANC branches around areas with large Indian, Coloured, Asiatic, English and Afrikaans communities for an immediate short-term research to be conducted so as to ensure the role culture can play toward politico-cultural persuasion of these and to check on whatever is possible in immediately engaging respective cultures in the realm of the election effort. Due to pressure in time the research could be squeezed into the shortest minimum time possible.

have a contingent of co-ordinators go round with mobile units into targeted areas for preliminary research as well as have them hold experimental performances and workshops on drama and poetry scripts and songs aimed at not only 'Voter Education' but to deliberately increase support for the ANC. exercise discretion where potential hostilities exist toward acts similar to the ones mentioned above (as should be expected in predominately Afrikaner areas) - such as to initially organise mild political tones in performance events and to gradually be outspoken on political support for the ANC.

REQUISITION:

Office Space.

Chair

Desk

Cardboard

(PC) Personal Computer

P r i n t e r

Files

2 To be followed by other phases depending on priorities set by election co-ordinators.

