

ANNUAL REPORT. MEDIA SECTION .1993

1. Overview

The Head of the Media Section of the DAC joined the department at the beginning of November 1992 as a replacement of Cde Oupa Ramachele who left to study abroad.

The department consisted of Cde Jackie Marumo who was responsible for the Desk Top Publishing of DAC publications as well as Cde Dodo Benham who was responsible for the production of the departments Negotiations Bulletin. Cde Dodo has since moved to another department, leaving her space vacant.

The job description of the Head of the section was that of a media, research and publicity officer. His responsibilities included:

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Communication with the media(answering queries etc),

Conducting interviews local and international visitors to the department in the absence of the HOD.

Providing letters of approval for visiting international artists subject to conditions laid down by progressive arts and culture organisations.

Serving on the Language Commission

Editing the Negotiations Bulletin (including writing and producing it after Cde Dodo left the department)

Compiling and producing the quarterly DAC Newsletter. The latter has been made difficult by the fact that the head of section has to plan, write and produce the newsletter all by himself - lack of human resources.

To help organise and chair press briefings and conferences.

Production of posters and other publicity material of the DAC when necessary.

Replying letters addressed to the HOD in his absence.

2. Media Section's Main Objectives in the period under review

it To build and enhance the profile of the DAC as a leading facilitator of democratic transformation in the arts and culture.

t To update the Movement about developments in the arts and culture department through the bulletin.

t To inform the general public about the DAC activities through the newsletter.

The DAC believes that culture has a major role to play in the reconstruction of South Africa under a future democratic dispensation, particularly in the area of social development. It is also the belief of the DAC that the extent of development of a nation's arts and culture is a reflection of the level of its civilisation. Therefore, culture should form an integral part of future nation building.

3. How the Media Section went about achieving objectives.

The DAC media section attempted to operate in the above-mentioned areas with the skeleton staff of its head and Desk Top Publisher.

The Section could not fulfill all its responsibilities because of the lack of manpower. There has been a dire need for an information officer. Two applicants were interviewed for the position. The first one was found to be unsuitable while the second, in spite of his experience as a cultural journalist could not be employed because of the moratorium on staff recruitment.

Possible solution:

it The overlapping offices of information gathering, research, media and publicity (newsletter, bulletin, and other publicity material when necessary) should be merged into "DAC COMMUNICATIONS" as there are no people to specialise in the above areas.

i Seeing that the layout person has little work to do except when he is laying out the newsletter and/or bulletin, among

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other things, he should be utilised for typing and collating all DAC documents e.g workshop material and assist the communications officer wherever necessary.

Interaction with ANC Structure

Other Departments

i Produced negotiations bulletin for interdepartmental information until December.

" Assists with the design of posters and other publicity material when requested e.g MK 16-Dec T-shirt and Festive season card. Currently assisting DIP with election posters and "First Time Voter's Pocketbook" (A DAC concept)

it Cde Jackie has been assisting department staff to solve computer problems

Missions

it Very little interaction between missions and section thus far.

Mass Democratic Movements

t No interaction with section.

Section Problems.

t Understaffing - need another person with writing skills.

Personnel in Section

Mtutuzeli Matshoba - Media, research & publicity

Sello Jackie Marumo - Layout specialist: Newsletter, bulletin and any other material that needs to be laid out and reproduced.

Liaison with printers when necessary.

Please note that Cde Jackie's work attendance has been very erratic.

Section possesses layout training. With enough practice he can handle

Cde Jackie's responsibility until a replacement is found.

Cde Jackie has been given several notices of termination of

employment by the HOD, but to no avail. The Section head feels that there can be no progress in the section if reliance is placed on Cde

Jackie since his erratic attendance disrupts deadlines and other work in the section.

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Way Forward

h To streamline DAC Communications with internal and external publics.

h To help publicise and defend the ANC DAC policy in the cultural sector and the public at large.

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Immediate resumption of bulletin production

Elections role

The media section can be utilised in the following areas:

it As part of the elections publicity material production team.

Matshoba - graphic design; copywriting; translation into Zulu, Sotho, Pedi, Xhosa.

Jackie Marumo: Can provide additional layout and document reproduction manpower when necessary.

With media, research and publicity combined into one section the newsletter and bulletin writer/editor will be able to collect and solicit for information to be published in the two publications.