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AFRICAN NA'HONAL CONGRESS _ PWV REGION
MEDIA WORKSHOP aEPORT
Produced by
MEDIA COMMITTEE PWV REGION
January 20, 1991
JOHANNESBURG

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Programme
Aims of the WDrkShOp
Intxoduction
Branch Reports
Functions and structure of the DIP
Commissions Reports
Duties of the Media Committee
Members of the Media Committee
Attendance Register
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P R O G R A M M E

INTRODUCTION

INFORMATION AS AN ORGANISING AND POLITICAL TOOL

GROUP DISCUSSIONS

REPORTS AND DISCUSSIONS

APPOINTING / ELECTING A MEDIA COMMITTEE

CLOSURE

PRODUCTION OF A NEWSLETTER: examining how information can be gathered and the newsletter produced

PRACTICAL WAYS OF PRODUCING AND DISTRIBUTING A NEWSLETTER

THE NEED FOR WORKSHOPS AND SEMINARS ON MEDIA AND PROPAGANDA

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MEDIA WORKSHOP
1. INTRODUCTION
On the 20 January 1991 the PWV Region of the ANC held a Media Workshop at the regional offices. The Workshop was attended by branch information and publicity secretaries. The PWV regional media officer Cde A Masondo opened the Workshop and gave an input on information as an organising and political tool. The input was followed by branch reports. Each branch was requested to give progress reports and state its expectations from the region. After the branch reports Cde Paul Maseko summarised the concerns and expectations of the branches.
2. SUMMARY OF CONCERNS AND EXPECTATIONS OF BRANCHES
- the majority of branches have no offices;
 . the branches which have offices have no office furniture, equipments and staff;
 . shortage of human and material resources for the production and dissemination of educational and information materials;
 . absence of linkages between branches and the ANC Department of Information and publicity;
 . lack of the capacity to gather and disseminate information;
 . absence of inter-departmental relationship within branches;
 . poor inter-branch relationship;
 . lack of systems of accountability between the information and publicity secretaries and the branch executives;
 . need to share information with other branches;

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. need to establish communication channels with the Department of Information and Publicity;

- need for skills training programme.

3. FUNCTIONS AND STRUCTURE OF THE DIP Cde Gill Marcus

The Summary of branch concerns and expectations was followed by an Input by Cde Gill Marcus on functions and structure of the DIP. Cde Marcus sketched out the difficulties experienced by the DIP since its establishment in the Country in June 1990. It was pointed out that the work of the DIP outside the country was extensive and it covered all ANC branches and offices abroad. rNow this work takes place inside and outside the Country. Among other things the DIP publishes Setshaba Mayibuye and news, leaflets, pamphlets etc., briefings. But the production of Setshaba has been ceased. On 25 January 1991 the DIP will hold a National Media Workshop in Johannesburg.

In an apparent response to the concerns of the ANC membership that sometimes the DIP does not respond to issues, Cde Marcus explained that the DIP does not make policy but merely conveys the policy of the ANC. Consequently the DIP could not respond to issues before the ANC takes positions on issues.

Presently the DIP has a staff of 12 and it is responsible for producing publicity materials, dealing with the media; issuing statements and arranging appointments for documentalists. It also monitors developments in other countries and maintains four radio stations. At the moment plans are under way for the establishment of a radio station inside the country. This task is made very difficult by the pressures from local and international press enquiries.

After 2 February 1990 a task force was set up and mandated to visit South Africa to discuss with the government how the DIP would work under the present circumstances. Only two members of the task force - namely' Cue Marcus and another received the necessary

clearance from the South African authorities. To date the task force has not been able to travel to ANC regions. It is hoped that the seminar of the 25 January 1991 begin to address the problems faced by the DIP, though it is believed that this is not adequate. The DIP is making all possible efforts to ensure that everybody receives information on the positions of the movement. However, it was pointed out that this was made extremely difficult by production and distribution costs. The resources required for this work are beyond the capacity of the movement. It was further pointed out that linkages between the DIP and branches were undesirable as they would undermine the regional Media Committee which should relate directly to the grassroots. Besides, DIP resources, e.g. typewriters and duplicators are not enough for all. It is necessary to empower branches to produce cheaply and independently. It was recommended that the workshop examines the costs of each branch and considers a proposal for the donors conference due to take place in Arusha, Tanzania in February 1991. In response to questions Cde Marcus pointed out that it was difficult for the DIP to ensure the flow of information on NBC decisions as they also gather such information from the newspapers. It was agreed that concerns about this situation should be raised through the organs of the ANC. It was noted that despite limited space, resources and postal delays the DIP relates quite well to regions and that it forwards, for instance press statements simultaneously to the regions and international missions. It was agreed that the flow of information between the region and the branches, the branches and the people and the branches internal could be improved by establishing a regional and branch newsletter. Here, it was recommended that branches should share resources, develop common training programmes and organise training workshop to develop the necessary human resources. It was agreed that the SIP should deal with regions and that translations of ANC documents should take place at regional level to accommodate regional diversities. Cde Marcus pointed that she is responsible for gathering and monitoring of information, but due

to pressure of work and lack of adequate resources she is not at to carry out these tasks. She also pointed out that the L forwards information to fraternal organisations Such as the ANC a SACP.

Some delegates felt that the difficulties facing the DIP could overcome if Radio Freedom is relocated to South Africa. Cde Marc informed the Audience that the matter is under consideration a: that other possibilities such as use of existing friendly static: are been studied. She pointed out that should Radio Freedom 1 relocated into South Africa it w0uld have to be democratized ar transformed into a people's station to ensure that it caters fc the needs of various sectors of our society. Finally the DIP wa urged to make further efforts to ensure the flow of information t regions and branches on a regular basis as the people view pres statements as propaganda.

GROUP I : PRODUCTION OF NEWSLETTER

TYPES OF INFORMATION:

I Information from e.g. campaigns, branch developments, info from DIP on general developments, educational info, interviews with political parties and exiles returnee. Info from civil bodies re; social X cultural events. Info on policy X.

METHODS:

Through prbvocative statement, to elicit info. Attendance of seminars/workshops reports from members monitor developments in schools. Use cameras to document ASTC cultural activists to coutribute articles, conduct surveys, establish monitoring groups.

STEPS:

Acquire rescurces _ easily

ADDITIONS:

PRACTICAL

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Accessible rescurces

Identify local needs

Design attractive dormant

Timing of newsletter

Identify contacc person for

Relieving info

Liaison of media committee with fraternal organisation.

Lack of time to address production - question of
accountability left open.

STEPS/

WAY FORWARD:

GROUP II

Proposed workshop of all persons involved in production.

(As a matter of extreme urgency).

: PRACTICAL WAYS OF PRODUCTION DISTRIBUTION

WAYS OF MINIMISING COSTS:

Access available resources e.g. in schools with
photocopies typewriters etc.

Identify' workers in factories and seek access their
resources.

Identify resources within the alliances.

Fund-raising under supervision of branch secretary, e.g.
by Video shows.

Approach local professionals e.g. medical
doctors/lawyers.

Poolin and sharin" of resources between branches.

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PRACTICAL

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Use cheap stationery and printing groups.

Make newsletter short and yet accessible. Pages should not exceed 10 pages.

Avoid duplication and share skills through inter branch communications. _

Local newsletter should be free of charge. But branches should ask donations.

Pool labour.

Approach local business men to assist in the distribution.

Avoid furtherance interests of particular business.

Secure own printing press.

Sensitive issues to be conveyed through videos rather than newsletter.

Ensure accessibility' of newsletter. Free of charge distribution, e.g. schools, churches soccer teams.

Branch to develop distribution structures or using existing ones.

Every member of branch to participate in distribution.

Newsletters to be written in accessible language taking account of the needs of all members.

Use cartoons as means of making info more accessible.

STEPS :

Set up distribution network at: local level.

ADDITIONS/

CORRECTIONS:

Use of language to reflect languages in the community.

QUESTIONS:

GROUP III

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Develop a monitoring mechanism :0 ensure that (cdes)
carry out their work.

Use marshals for distribution.

Do not repeat what is covered by Others.

Use political cartoons and avoid long articles.

: WORKSHOPS AND SEMINARS

IDENTIFICATION OF

RESOURCES:

Identify equipments, skills of e.g. Journalists, teachers
other newsletters, papers which can be used.

Develop skills within the branch.

The skills should deliberately encourage the unskilled
to acquire skills to prevent, intimidation of former by
the latter.

Use local languages to ensure access to info and
participation in the use of the branch.

What is the meaning of propaganda is it manipulation of
info for own purposes, group felt propaganda meant
imparting of accurate info to highlight support
positions.

Co-operation of media committee with branch executive
and/or consultation in issuing statements.

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For us propaganda should involve the truths to avoid conclusions which will impinge on own credibility. Avoidablility of policy documents :0 branches to ensure accuracy of newsletters.

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Identify means of gathering and dissemination of info. _
Need of flow of info. To regions as other matters have regional and national issues.

Need for consistent consultation with region.

Branches not affected e.g. by violence to identify services they can render to the affected committees.

ISSUES FOR WORKSHOPS:

Skills training

Writing of pamphlets.

ALTERNATIVE TO MASS MEDIA:

Group did not address this issue. It recommends the matter to be addressed as one single issue at another workshop.

OTHER ISSUES:

Need to meet the need of different interests which in some cases may even be conflicting.

QUESTIONS:

Nature of propaganda exaggeration damage the credibility of organisation after investigation (effect of propaganda based on lies or negative attitude).

ANC propaganda to be based on facts as it is used to expose concrete realities of our situation.

Needs to workshop on role of newsletter.

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Vii
Aspects of propaganda.
Use of provocative methods to expose the other side.
Use of editorial comments.
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DUTIES OF THE MEDIA COMMITTEE _
- Identify needs of region and responds, resources, strategies
Such 5 workshops.
- Organise education workshops.
- To fund raise for branches.
0 Generate a proposal for funding.
- To serve as link between DIP and branches.
. To prepare and publish reports.
. To explore the needs for regional newsletter.
- To provide consultancy services to branches in respect of the
publication of sensitive matter where local executives are
unable to assist.
. Liaison with other regional committees.
DUTIES OF MEDIA COMMITTEE
0 To explore ways of providing for media needs. e.g. news
letters.
- Monitor and implement decisions of this forum and the DIP.

aurora
LOCDxJOXU1
A Masondo
M Motshekga
Z Sisulu
Paul Maseko
Chris Vyck
Rockey Thebete
Sue Kramer
Elaine Mohamed
Ali Matebane.
NOMINATIONS