

B8.45.4

**CAMPAIGN
REPORT
CAPE TOWN
E.C.C.**

Process leading up to the campaign

Cape Town discussed proposals for the campaign and these were sent to N.C. A 'strongly recommended' proposal for the slogan came back from the N.C. This was similarly followed by a strong recommendation for a logo.

At a meeting of Cape Town, U.C.T., and Stellenbosch branches there was regional disaffection to both the slogan and the logo. It was too late for alternatives to be considered and in the interests of national unity the proposals were accepted. A sub slogan was adopted "Let conscripts choose". The slogan has continually been raised as a problem during the campaign. A local logo was also proposed and accepted.

Whilst acknowledging the problems with time constraints as well as the proposed discussion to be held at the next N.C. on national decision making processes we would like to raise the following points.

1. Good preparation should take place before N.C. discussions on national campaigns.
2. Proposals from all regions should be centralised and circulated.
3. Discussion in all regions on proposed slogans and logos. N.C. should not find itself brainstorming.
4. N.C. will then be in a position to have informed and mandated discussion.

Content of campaign

(very brief outline)

War is not compulsory:- Essentially the nats programme is a programme for war ... this war is avoidable. Security depends on justice. We acknowledge that for some this war is compulsory (i.e. conscripts) Conscripts demands re alternative service etc. Let conscripts choose.

Lets choose a just Peace:- Using this as a call to the public to get involved in our events, sign onto the mailing list or join the E.C.C.

Passed events

Campaign launched and explained to members of front orgs and our close supporters at a cheese and wine 2 weeks before the easter weekend. This was very succesful. People excited by the campaign and E.C.C. people feeling encouraged to hold a succesful event. (about 150 people present)

This was followed by a vigil on the evening of the 'National day of concern'. This was well attended (about 250 people) but this being rather as a result of the smear attack (see later) than as a result of the hype we might have created. Problems were raised with the timing of the day so soon after the easter weekend. Many of our activists went away and were unavailable for putting up posters. Also Cape Town is a ghost town during easter. In

the assessment of the event the cape town campaign committee felt too little content was put across and that the event lacked the slickness of previous E.C.C. events.

This was followed by a 10 day period of 'Media blitzing'. About 10 000 campaign pamphlets were dropped in letter boxes in flats. 8 000 pamphlets publicising our film focus were similarly distributed. 6 000 "general election" stickers and about 4 000 local logo stickers were 'plakked' around Cape Town. About 7000 peace call ups were distributed through our mailing list, through front orgs, public meetings and booths on the 9th of may. We are just begining to establish a street presence.

The film focus got off to a wonderful start with 50 people attending in a previously unreached constituency (Sea Point).

There is a general feeling of excitement and positivity appearing in most activists. We are confident about our future events.

Forthcoming events

Sun May 17	A.S.P. New Crossroads
Thurs May 21	U.C.T. plaque to southern africa
Sat May 23	Fair
Sun May 24	Stellenbosch plaque to the conscript
sun may 31	Township plaque to township residents
Wed June 3	1st in series of 4 lectures
Sat June 6	Multimedia
Sun June 7	Sash plaque to family and freinds of conscripts
Wed June 10	Lecture 2 possibly mass rally
Wed June 24	Lecture 3
Sun June 28	Main memorial dedication.
Wed July 1	lecture 4

During all of this time the film focus will be running at various venues in cape town. Gaps will be filled with media hypes, house meetings and intensive press work.

Press

Our press has been mainly in response to the smear (see later). We have had 3 campaign related articles since the start of the campaign. one announcing the campaign, one on the film focus and one on school drum majorettes carrying wooden rifles instead of batons. There have been many in response to the smear. Our press gang has a thorough strategy to get us coverage. The newspapers seem particularly interested in the peace call up. We predict that our positive press will pick up dramatically (possibly even between this report and N.C. meeting)

Smear attack

A full assessment of teh smear was held in the campaign committee. Briefly it was felt that this is the work of the relatively new J.M.C. in our area. It is a relatively sophisticated attack with multiple aims. Some of the media put out in our name certainly would not alienate our constituency, it would almost certainly alienate most of the left. Other media is

less slickly produced and is simply a smear.

Our response has been to bring out (and continue to bring out) masses of our own media, mainly stickers. Other facets of our response have been to lay charges, get the council to remove those posters put over our legal pole posters and going to the press. We are preparing for future smears by printing double quantities of posters and possibly surveillance of some of our posters in order to press charges against individuals.

We feel that in some aspects the smear is effective in that it is demoralising and provides our oponents with fuel to attack us. In other ways, as long as the press gives us positive coverage out of it, it will not succeed.

Our overall assessment is that of a campaign just picking up, we are poised on the brink of some potentially exciting happenings after a solid build up. The smear campaign has only made slight dents and we are beginning to establish a strong steet presence.

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