

COMMISSION

REPORT ON PUBLICATIONS TO 3RD GSC

Introduction:

The Commission used as its working paper the report of the Publication's Director as reflected in the Executive Report.

Administration of Publications:

1. Advertising the commission agreed should be divided into two sections which are:

- a) Allowing companies to advertise in our news letter;
- b) Advertising our own publications through sales campaigns that would imaginatively encourage people to purchase our publications.

The motivation behind these would be two-fold:

- i) to increase the revenue of the publication's department and
- ii) to encourage the black community to read our publications.

A. Allowing Companies to advertise:

While we realise that space in the newsletter we could make the publication's department economically independent, we also realised that most companies will, be reluctant to advertise in the newsletter in view of our "radical" black stand. We also realised that it would be absurd to allow certain companies to advertise in our newsletter because of our principles and ideologies with respect to foreign firms and S. African exploitative companies. We thus ruled out the possibility of this type of advertising. However, we agreed that relevant black organisations, companies and services would be approached to advertise in the newsletter.

D. Advertising our Newsletter:

Because the newsletter enjoyed restricted publicity in the black community we set out various forms of advertising. We found that centres and branches were not pulling their weight in terms of sales of the newsletter. We thought it important that centres and branches use all possible means to sell the newsletter. Effective poster campaigns and sales campaigns should be conducted by local committees. Local committees, depending on the geographical situation, should be given a certain quota of newsletters and other publications to dispose of in their particular areas. Sales should not be restricted to students but should encompass the black community as well.

Circulation

Circulation was restricted and was concentrated on the students. The black community should be infiltrated more effectively with the aim of widening our circulations. The commission felt that the publications director should investigate the possibility of increasing circulations to 10 thousand. However, the financial situation in this department should be extremely sound before such a step is taken. To help present circulation local committees should attempt to sell newsletters through private book-shops and other black shops. The commission suggested that individual students should each persuade at least two people in the community they know, to subscribe to the newsletter. Sales can be conducted on a door to door basis. Students should take advantage of public meetings, cinema crowds and theatre going crowds to sell the newsletter.

Publications Department - Structure:

a. Publications Director:

He is the head of the department and works in conjunction with the Secretary-General. In view of the fact that this post is opened to elections on a yearly basis he would be an executive member who is not on the full time employed staff. His duties will be to direct and plan the publications of the organisation.

b. Editor:

Because the publications Director is not on the permanent staff it would be necessary to employ an editor who would handle the technical work involved in all publications. His duties will be to consult and work in conjunction with the publications director. This post will be filled by a choice of the executive committee.

c. Advisory Board :

This board will be made of the publications director, who is the head, the secretary-general, the editor and two members of the black community and two members of the student community, all four of whom are nominated by the publication director. The advisory board will assist and plan in the whole sphere of publications, editorial policy, art work, library and resource centre, fact papers and other publications will be planned and in detail by this board.

Publications and Publicity Local Representatives:

These will be formed at local branch and centre levels to coordinate and facilitate the work of the editor and the publications director. Two members will handle this field. One of the will be a sub-editor whose duties will be the following:

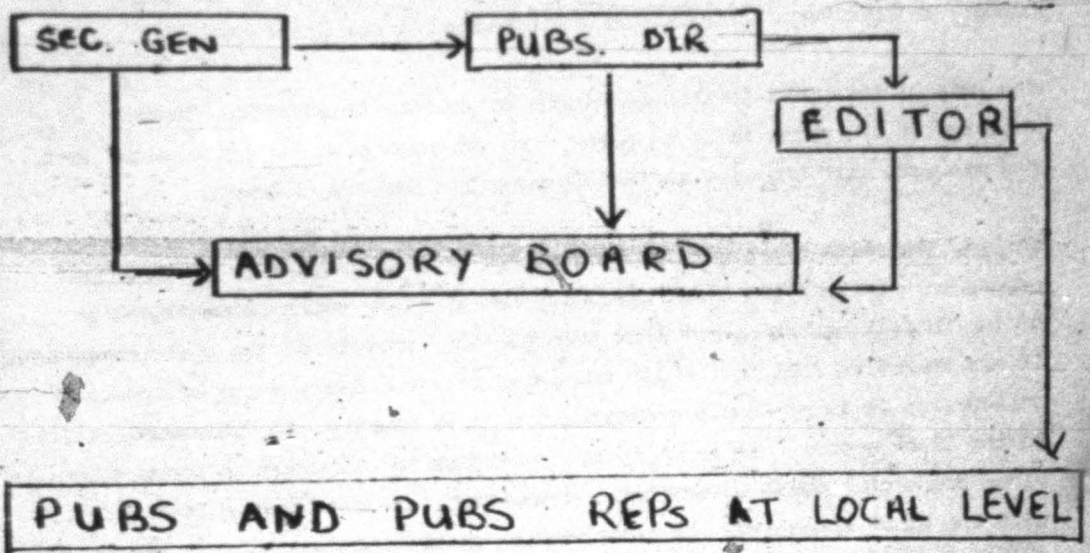
- (1) to collect articles for subediton to the newsletter from his centre or branch.
- (2) to sub-edit articles as he receives them and pass them on to the editor.
- (3) to prepare monthly reports on the progress and difficulties he is experiencing.
- (4) to send monthly reports on his campus a or in his area.
- (5) to keep contact with the editor who will inform him of the theme and other aspects of the newsletter.

The other member will act as a sales representative and see to the selling, collecting and advertising and other publications.

There will be a need for constant contact and communication between various sections of the publications department to ensure efficiency and smooth running. It will be the duty of the publications director to keep all other sections of this department well informed in all aspects of publications.

In view of the numerous problems that the publication's director experienced and in view of the need for efficiency in the dissemination of publications, commissions felt that this department should be formally structured.

Below is the diagram of the structure.



4. Editorial Policy:

In view of the above plan the commission felt there was no need for a detailed editorial policy. However, it was agreed that at all times the editorial policy would encompass constructive criticism yet maintaining the interests of the organisation at heart. It was felt that publications should be relevant to the black community. The commission upheld the Publications-Director's present policy of reserving copyright and thus preventing articles from being lifted from the newsletter. Details of editorial policy should be left to the editor of the newsletter.

5. Press Relations and Publicity

The commission noted that with grave concern a winter in which the area allowed press reports on, and the undue publicity of the organisation during the student crisis. To prevent any further undue publicity the commission desired that press relations and publicity be restricted to a minimum. While recognising the integrity and not failing to recognise the responsibility of the executive committee urge that press statements should be made by the executive committee as a whole or by a member of the executive. It also requested that the executive committee should consult with each other before making major public addresses. With reference to press statements it was the commission's intention to amend the constitution section 5 (1) (c). The motivation here is to call upon the executive to have minimum dealings with the press. The Publication's Department should be exploited to the full to make the public aware of its decisions on any matter.

6. Role of the Press in the Black World.

The press in S.A. is controlled by the white racists. As far as black people are concerned the press does not represent our interests.

The duty of the press is to communicate to society in general. It was expected of the press to be objective in its reporting and not misrepresent and misquote with the view to misinforming the society at large.

In S.A. the white press acts as the vanguard of white society. It uses its powers to misdirect the black community and keep the white community aware of the "evils" and "dangers" that threaten the security of the white community. It was therefore felt that while the press is a necessary means of communication, as it is presently constituted in this country, it miscommunicates to the black people. It is therefore necessary to establish an independent black press that would co-ordinate, consolidate and objectively communicate with the black community. To this end the commission felt that an independent commission be set up to investigate the possibilities of having the black press.

In the meantime SASO should encourage regional independent weeklies like the Leader and Graphic to become more relevant to the Black Community and that white controlled Black newspapers should be pressurised to effect meaningful changes in its editorial policy. With regard to the independent commission on the Black press the commission feels that SASO should initiate a seminar to which relevant editors, reporters and businessmen and relevant Black Organisations should be invited where a thorough investigation of the role of the press in the Black World should be investigated. The seminar should then set up the commission and a report be made to the executive council within the next six months.

Public Relations Officer (PRO)

The commission realised the importance of and the necessity of such an officer. There was a grave necessity in SASO to have person who will maintain the good name of the organisation and maintain amicable relationship with other relevant organisations, the students and the community at large.

However, the commission felt that there will be no need to get someone outside the executive to fill the role. The permanent organiser whose duties puts him in contact with many people can and must act as PRO for SASO. His duties, which are also to ensure success of numerous projects demanded from him that he also acts in the capacity of PRO.

6. Detailed Planning for 72-73

The commission agreed that the newsletter and bulletin be published by monthly and alternatively. It agreed that bulletins and fact papers should be issued on relevant days such as definitions of black consciousness, futility of Gantusats, the concept of white liberalism, foreign investments, nationalism and other such papers which will set the Black Community straight as regards the above topics.

The Publications Department should be quick to pick up any crisis issues and controversial issues to put in the form of a bulletin and to disseminate as quickly as possible to all sections of the Black Community.

Detailed planning in terms of the publications department should be handled by the publications director, the editor and the advisory board. It will be difficult for the commission to give a detailed plan view of the nature of the work and the peculiar problems existing in this department.

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