

AL29

PREFACE

Baw "AL29"

The United democratic Front is leading our resistance to the new Constitution and the Koornhof Bills. It is a symbol of the unity we are building among all South Africans. It is our protection against those who seek to divide us. Over its short, but eventful, existence over 600 organisations throughout South Africa have been mobilised into the Front. Millions of people today support the UDF.

But, the UDF is only as strong as its affiliates. In our struggle for freedom, we are armed with our ability to organise and mobilise our people. The million signature campaign affords us the opportunity of building organisation where none exists and strengthening existing affiliates in a common programme involving all our people throughout the country.

We face over the coming months, the task of collecting one million signatures from our people; a million signatures that say NO to the Constitution and Koornhof Bills; a million signatures that say YES to a non-racial democratic South Africa and YES to UDF.

This is the challenge that faces all UDF affiliates - and all democrats in South Africa - to strengthen our organisations.

INTRODUCTION

For over 300 years now our people have struggled for freedom and democracy in this country. The fight has taken many forms against a changing enemy. We fought with spears against the guns up to 1906 to get our land back. Till the 1940 's there were campaigns of peaceful negotiations with petitions and delegations to the government. This led to the 1950's when we saw people stand up in their thousands to defy apartheid. In the 1960's the people's organisations were crushed.

It was only in the 1970's that we saw once again the people coming together, forming organisations to take up the fight for better wages, housing, education etc.

Over the past few years we have seen these struggles intensify and the demand for a non-racial democratic South Africa grow louder. It was this long process of building organisation throughout South Africa that made possible the formation of UDF in 1983.

The UDF was first introduced at the Transvaal Anti-SAIC Committee Conference in January 1983. This was followed by consultations during the earlier months of the year and culminating in the National Launching at Mitchells Plain, Cape Town, attended by over 15 000 people.

Since then the UDF has grown. It now consists of 5 structured and 2 un-structured regions with more than 600 organisations in its fold.

Its short track record speaks proudly of people's victories over the management committees, community councils (which had extremely low polls), the anti-Rajbansi campaign. The Ciskei campaign and People's Weekend demonstrated the growing support that the UDF enjoys. In just five months since August, the UDF has won, the support and respect of millions of people throughout South Africa.

It has been able to state in clear terms the demands and aspirations of our people. It has been able to educate and lead our people in the issues that affect them.

THE ORGANISATIONAL APPROACH

The UDF believes that it is not a few leaders, but the masses of our people that will make our history. It is only through the involvement and participation of all our people in the struggle that we can build a new South Africa.

It is for this reason that the UDF and its affiliates adopt organisational approach to the struggle. We see the need to continuously reach out to people, mobilise them in issues and activities, to build on their understanding, overcome their fears, weld their unity and organise them in the affiliates of the Front.

THE MILLION SIGNATURE CAMPAIGN

The million signature campaign offers us the opportunity to work amongst our people within the approach that has been outlined. It gives our people the chance to demonstrate their rejection of the Constitution and Koornhof Bills and their support of the UDF. It gives us, the affiliates, the chance to educate our people about the Constitution and the Koornhof Bills and the consequences of such legislation. It gives us a chance to popularise the UDF and its principles (non-racialism etc)

It promotes the strengthening of the UDF organisationally by strengthening existing structures and building organisation where none exists.

PREPARING FOR THE CAMPAIGN

2.1 INTRODUCTION

It is during this part of the campaign that we must lay the proper foundation on which to launch a massive campaign. We must work rigorously and ensure that our preparations are adequately done so that they hold us in good stead for the campaign. Also important is that we ask ourselves at each point, before we take any step, that whether what we are about to do will contribute towards the objectives we outlined for ourselves.

In this section the most important stages in the preparation for the Million Signature Campaign are discussed. It is assumed that work on the Million Signature Campaign has to start from the beginning. It is important that all the stages below are implemented in all regions and areas.

2.2 PLANNING

2.3 SETTING UP A COMMITTEE

Our first task is to set up a Million Signature or UDF Committee, and if one already exists to strengthen it.

Recruitment

Our responsibility is to involve the broadest range of individuals and organisations in the UDF. Our only criterion must be their willingness to accept the Declaration and our approach to work.

To ensure this, draw a list of all organisations in the area, youth, church, women, civic, cultural and sporting etc. Speak to leading members or request to address their meeting. From these organisations we can either get people to join our Committee or their co-operation to collect signatures in their own right.

Make a list of individuals that have shown active interest in the community, that have

made some contributions in the past, have attended all regular activities that have taken place in the past, speak to them about the UDF and draw them into your Committee, no matter how little they have to offer, (even if they are prepared to do typing, help once a week etc).

An important point to remember is that the process of recruiting never ends. During the campaign we must continue to speak to people, and people themselves may show interest. Always find a space and role for anyone showing a keenness to join.

Circulate a newsletter

Circulate a newsletter explaining UDF, million signature campaign and invite people that want to help to a meeting. Try to popularise a contact person, address and phone number.

Convene a Meeting

Once we feel that we have enough people to start work with, the next step is to convene a meeting. The meeting should:

- introduce all the people involved (get to know each other)
- explain the UDF, Million Signature campaign
- elect a formal committee or structure.

To ensure the smooth running of the Campaign, to ensure that all people are part of decision making, to allow for the proper allocation of tasks : and responsibility it is important that we build a democratic committee in which all people work, make decisions and feel a part of the group.

Elect a set of officials, that are responsible and will do their work, suggestion: chairman, secretary, minutes secretary, treasurer.

Regular meetings at a central venue at which all matters are openly discussed and decided on - helps to build a strong group.

2.4 TASKS OF THE COMMITTEE

2.4.1 Build Organisation

2.4.2 Getting to know the area

Before we plunge into field work, we need to know a great deal about our area, its people and special qualities that it has.

There are three sections of information that we need to get.

(i) Resources

For a campaign to be successful, resources are essential. Find out if the following are available:

- venues that are available for small meetings and mass meetings.
- printing facilities
- homes in various areas that can be used during the campaign - to meet at, store material etc.
- loud hailers, mikes, P.A. systems etc.
- places at which posters etc can be displayed.
- material needed for publicity - cardboard etc
- MONEY will be need at all stages.

Other facilities and resources you think may be necessary, locate them now - so when they are needed - it is easy!

(ii) The Area

How large is the area, how many homes, what type (economic, sub-economic), what rents, transport costs. How many people - what age groups they fall into, number of schools, churches, clinics, doctors surgeries, sports fields - what kind of people and what numbers of people belong and attend these, who are the people in charge - will they be sympathetic to UDF, shopping centres, bus stops - when do people congregate at these points and any other such information will help in planning our campaign.

(iii) The People

This information will be useful when talking to people. It will help us to use the right language, example to persuade them.

We need to know about some of their past experiences - history.

About their work - where they work - are the factories close by.

What type of social conditions exist, when are they home, watching TV, etc - so that when we can choose the best times to visit them.

We need to know their opinions, views (on politics and people we call our leaders etc) and prejudices (especially race, religion) etc - so that what we say does not put

them off, so that we know what our challenge is when we meet the people.

Any reactionary or problematic people|groups that may exist must be considered in relation to any danger they may pose.

These are some examples of the information we need before we embark on the campaign. More information - about the people and their views especially about UDF etc. must be collected during our contact with people. We must try at all times to learn more about our area, the people and their lives.

2.4.3 Training

WHY

We have always only a limited number of people involved in our organisations. Organising skills, are always inadequate. Training of activists is to ensure that we equip them with a whole range of skills so that they carry out their work (i) correctly (ii) productively - greatest level of efficiency.

Improving the quality of our activists - means we can achieve more and contribute more to the struggle.

Important Considerations

- * Know the people we are training - what are their strengths, weaknesses and limitations start with what they know and build on it.
- * Make them feel a part of the learning - (not only listen to those who 'know it all') ensure that the people contribute and actively participate - this always helps a person gain confidence in him/herself.
- * Training does not take place in workshops only - but also while we are working with people on a day to day basis. Teaching and learning must go on at all times.

Types of Training

- i. understanding the struggle - knowing what is important in the struggle, what our aims are at each stage, who needs to be organised and how.
- ii. technical skills - ie. from taking minutes, chairing meetings to being able to write and print pamphlets, take photographs etc.
- iii. organising skills - running workshops, doing home visits, planning meetings etc.

Some training must take place before fieldwork - even for those that are experienced. (million Signatures campaign is a new challenge).

A single or a series of workshops may achieve this.

The Workshop

The workshop/s must be used to train the members of the committee in the art of the struggle. There are four main aims that need to be achieved:

- i. understanding briefly, the history and nature of our struggle.
- ii. providing the field worker with adequate knowledge of the UDF - its history, policies, the Constitution, Koornhof bills - their content and implications and South African politics and society generally. Discuss the contents of the UDF Declaration.
- iii. Preparing for the actual field work, what approach must be used, what language and how to communicate, basically being able to put across whatever the message is, being able to learn more about the people, and persuading the person to sign the declaration.
- iv. carrying out a practical exercise. An experiment on a small scale, to test out the theory in practice.

Planning the Workshop

This must involve the maximum number of people, so that they all know how to organise a workshop, what is expected to be achieved from the workshop.

- i. venue - choose one that is suitable for the number of people invited.
- ii. invitee list - to check that all people are informed. Use workshop as an issue around which to mobilise people - invite as many people as possible.
- iii. Date and time - choose a suitable time - which allows for maximum attendance and at least 3 hours for the workshop.
- iv. programme - must allow for adequate time for discussion - breaks (refreshments). Look at creative ways in which 4 aims outlined can be achieved.
- v. Evaluation and follow up - we need to discuss whether the information and approaches worked out during the workshop were adequate and if not to work out a programme (another workshop or meeting) at which this can be discussed.

Some suggestions

- i. Invite a member of the regional executive of the UDF. He can either be a speaker or help answer questions.
Use videos, publications, information booklets that have been published. This must be explained simply - (use charts, handouts).
Have group discussions - ask a few basic questions that will help to clarify the information.

- ii. Use briefing document, get somebody to give a talk on the type of people in the area and what approach and language would work best. Use method of role play, where 2 people act out a home visit, others must watch and criticise until correct approach/es are arrived at. Very important.
- iii. The practical experiment - this must preferably be done a few days after the workshop, at a time when a few hours are available and people can be expected to be at their homes.

Aims of Practical Experiment

- to give field workers a taste of the actual work that needs to be done - initiation.
- test out the approaches developed at the workshop - are we able to get people to sign?
- get an idea of the types of responses one can expect from people - any difficult questions that were raised.
- observe the level of awareness amongst the community about UDF, Constitutional Bills etc. - this helps in designing the propoganda campaign.
- from this experience - work out a more correct method of work.

How to organise it

- depending on the number of fieldworkers, choose a reasonable number of houses that should be visited, make sure that the sample you choose is fairly representative of the area (include number of each type of house).
- meet at a central venue - pair off the field workers - this is done so that we can learn from each other and point out each others mistakes.
- allocate a reasonable number of houses to each pair of field workers.
- set a time limit.
- give a final briefing - wish everybody well. (each fieldworker must carry his briefing document).
- meet after the home visits have been completed to exchange information and share experiences tha have taken place.

2.4.4 Evaluation and Assessment

We have now reached the final stage of preparation.

- i. An evaluation of our field workers abilities, their approach (has it worked?) must be made - all errors and weaknesses must be attended to. This should be done collectively - with all the people that did the fieldwork (and others) All people must be encouraged to participate, to criticise others and themselves

in a way that will allow us to improve our style of work.

Look at the various things/ elements that make a home visit successful.
Discuss through reflecting on the practical each step - (learn from our mistakes)
Note information such as questions asked (work out responses) how long did it take etc.

ii. Make a detailed assessment of the people.

- how much do they know about the UDF, Constitution and Koornhof Bills
- what is their level of awareness about the political situation in our country
- what kind of information do they need to receive
- what kind of publicity would work the best in present conditions
- what is the reaction, feeling towards us (the committee) coming to their doors or meeting them in the bus, church or wherever else we are meeting them.

Once we have this information we are ready to plan and launch the actual campaign.

The Campaign

first 3 sections not yet written
up

• field work } not done
• self defense }

⑥ Evaluation - not done

Only section completed -

publicity & propoganda

PUBLICITY / PROPAGANDA

1. Need for the people to be made aware that the campaign is taking place in the area.
(need to create a buzz).
2. People need to know what the campaign is about and what it entails.
3. People need to know what the UDF is and what it is fighting for/against.
4. Need for existing ^{area} UDF structure or newly formed Million Signature Committee to popularise itself and its leadership ^{and composition} _{to put in publicity} - local flavour/character, an important element in running a national campaign locally. People must not view the UDF coming in from the outside, but rather ^{rise} from within the area doing this type of work.

MEANS

5. Publicity must be understood by people and must appeal to them. To ~~be~~ ^{in the} effective, publicity campaign refer to your assessment made in the section before the last.

MEANS

- ① Posters
- ② stickers
- ③ mass meetings
- ④ pamphlets
- ⑤ motor-cades
- ⑥ drama + music
- ⑦ local press
- ⑧ placard demonstrations (permission first)
- ⑨ speak at church or other meetings.

Note: - your ~~and~~ ^{and} ~~no~~ ^{to be assessed according to} ~~thing~~ ^{publicity needed to be applied}
pamphlets can be handled

posters posters should be brief and clear in its message and appearance. Preferably use the national poster for the MSC unless you need to advertise some other activity eg. an MSC mass meeting or play.

pamphlet - should cover all the first ~~four~~ ^{five} points under publicity. Note: In large areas, posters and pamphlets should be handled section by section as house visits are being done. Distribute pamphlets door to door, ^{in a district} tell people very briefly at the door about the campaign, answer any questions and tell them that "we will be back during the week to collect your signature."

Local Press

Some areas have a local newspaper - use it to publicise MSC etc. Many churches come out with newsletters for their parish - make enquiries and ask if an MSC article can be put in:

Motor-cade - should take place at a time when most people are on the streets. Posters, banners etc are stuck on vehicles and vehicles drive along the street hooting / a loud-hailer can be used to tell the people when we are coming to their district to conduct house visits.

APPLICATION

The different ~~forms~~ forms of publicity should be discussed within the committee with a view to piecing these together into a ~~publicity campaign~~ systematic ~~and program~~ 'publicity' campaign that would be part of the M.S.C programme in the area. Not all the forms need to be applied. The forms chosen need to be assessed according to the needs of the area, and human and technical resources.

Example of a publicity Campaign.

- 1) Discussion after pilot survey on how, when and where we are going to tackle the area.
- 2) Possible findings from the pilot are that not many people have heard of the campaign and what it involves.

Therefore: Need for posters, ^(provided nationally) to create a "buzz".
Since it has been assessed at the meeting that the area is large and we are going to do a district at a time, we need to confine posters to the district that we are going to cover first.

- Steps to be taken:
- 1) allocate tasks like organising string, backing cardboard for poles, ^{brushed} glue, etc.
 - 2) allocate a meeting time for ^{volunteers} ~~people~~ to come and put up posters (assess which time of day is best suited for this work).
 - 3) locate places where posters would be most effective in the district (where they would be seen by most people).

- ③ Most likely that buzz may be created, but people still have no ^{basic} knowledge of UDF, constitution, Koorndol Bills, local UDF leadership; ~~the need to sign declaration~~, the fact that this is being done nationally, ~~etc~~ somebody is going to come to your house and ask you to sign, etc.

Therefore: Need for education to come after initial "buzz". Pamphlet needs to be drawn up and distributed before fieldwork starts.

- steps to be taken: Do we have skills, ~~and~~ technical resources, ^{and finance} or access to these? If we don't; request assistance and training from other such structures.
If we do - pull together people with different publication skills and start working.
Pull together whole group for distribution.

- ④. Fieldwork starts but after a while we need a little boost for people to know that the campaign is still going on - chance to popularise UDF and its slogans. to ~~reach~~ people who have by now heard a bit about campaign in the press and from friends whose houses have been visited ^{and from church where the leadership has been} ~~Therefore~~ given a chance to speak.

Therefore: Need for a motor-cade with cars plastered with "UDF" and Slogans in around densely populated shopping centres etc on (Saturday?).
At the same time UDF stickers are handed out, as well as "the pamphlet". Volunteers use this opportunity to collect signatures on the street and

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