

ASSESSMENT OF WJP: -Pmb

STRENGTHS:

- overall the campaign was a positive move and a success
- ECC's credibility was raised, and we were put in a new light
- New ground was broken
- A number of new people were drawn in to the campaign
- Good press coverage
- Publicised ECC and put the issue of conscription on a number of local organisations agendas
- \*-improved our relations with the black community (as a no. of UDF people attended the projects)
- Internally ECC's spirit raised

WEAKNESSES:

- Insufficient exposure of the role of the SADF publicly and amongst volunteers
- Press coverage not sustained
- Very little made of our project in the white community
- Not enough sense of the national nature of the campaign

DID WE WIN SUPPORT FOR OUR INTERIM DEMANDS?

It is difficult to assess the extent to which we won support for our interim demands. Despite this the following points were raised;

- Our demands were explained in all the ECC media
- " " " " " in our press coverage of
- \*-Although volunteers participated with some knowledge, our interim demands not enough discussion or active canvassing for our interim demands was done.

ASSESSMENT OF GAINS/FAILINGS OF INDIVIDUAL EVENTS:

INFORMATION MEETING :

This was not an overall success. Perhaps new ways of spreading information and getting volunteers should be looked at in the future.

Possible reasons for lack of attendance: -No pre press publicity

--Not all affiliates had been visited before the meeting

20 volunteers were recruited at the meeting

MEETINGS WITH VARIOUS ORGANISATIONS:

\*List of groups ECC spoke to: Sash, Nusas, SRC, Pacsa, UDF, Neusa, Jasa, PFP Youth, NCW, Com-Com, Women for peaceful change now, Cathsoc, Catholic J&R, Cedara

These meetings were successful in publicising ECC and putting conscription on a number of groups' agendas. Perhaps more recruitment could have occurred at some meetings.

VOLUNTEER GET-TOGETHER

Nothing was gained for the overall campaign by this event.

There was a lack of people at the event. This could be the result of incomplete volunteer lists. If the event was held at a later date more gains could possibly have been made.

LAUNCH:

As a publicity stunt this worked very well - front page colour picture in the Witness. The event set people talking and created a buzz in town. This was both positive and negative - Some people were concerned about ECC exploiting children. Despite the slogans on the balloons some people felt that an action with more content might have been better.

PROJECTS:

Strengths: Raised ECC's credibility.

Good use of alternate service

Contributed to non-racialism

Very successful theme and one we should build on

\*Weaknesses: Lack of conscript involvement (the point was made that in our vision of the future everyone will render national service)

Too little publicity of our project in the white community

~~but~~ personal dilemma of conscripts and WJP in general not made

Insufficient exposure of the SADF civil action programme

\* Braai

- Not an overall success
- Lack of people there and late arrival of ECC people. This was an Important event and ECC people had a responsibility to be there.
- Planned assessment was not done and as a result no follow up of volunteers was done/started
- Perhaps this was incorrectly planned and we should have made aims of the braai clearer

\* VIP DEMANDS

This was a major national short coming. VIP's are important people who we cannot afford to mess around. If the list of supporters is not going to be used then we should inform signatories.

PRESS:

This was excellent initially but, we did not sustain it.  
Very little was made of our project in the white community  
All the coverage was local and there was no sense of this being a national campaign  
The advert was good but, was an expensive way of publicising ECC

Target groups

\* SCHOOLS:

This was possibly our best area. Volunteers participated from Maritzburg College, Hilton, Michael House, Epworth, and Girls High. Also ECC spoke to a group of students at Hilton who are interested in maintaining contact with us.

CHURCHES:

This was one of our weaker points. Very little contact was made with the churches and the projects received little coverage. In the future more energy should be put into this area.

AFFILIATES:

ECC met with all its affiliates before the campaign started. These meetings were successful and responses from most groups were good. Possible weaknesses were the lack of active involvement of some groups in the campaign, and insufficient recruitment of volunteers from Nusas.

CAMPUS:

An assessment by the group has not been done  
Recruitment of uninvolved students was bad.

\* LINKS WITH THE BLACK COMMUNITY

There is a general lack of understanding of ECC and our issue in the black community. Moves that have been made to combat this are/were:

- An article in Echo (the township supplement to the witness)
- Sending observers to UDF meetings
- Recruitment of some township, people during the campaign.

NATIONAL CO-ORDINATION:

Lack of national flavour to campaign

\* Generally Pmb was happy with the media and felt that other regions integrity should be respected.

Complaint to C/t about photo exhibition not arriving.

POINTS TO DISCUSS

- Work with conscripts
- Work in the black community
- National actions in campaigns
- How to take the concepts of WJP further

LOGO

**Collection Number: AG1977**

**END CONSCRIPTION CAMPAIGN (ECC)**

**PUBLISHER:**

*Publisher:- Historical Papers Research Archive*

*Location:- Johannesburg*

©2013

**LEGAL NOTICES:**

**Copyright Notice:** All materials on the Historical Papers website are protected by South African copyright law and may not be reproduced, distributed, transmitted, displayed, or otherwise published in any format, without the prior written permission of the copyright owner.

**Disclaimer and Terms of Use:** Provided that you maintain all copyright and other notices contained therein, you may download material (one machine readable copy and one print copy per page) for your personal and/or educational non-commercial use only.

People using these records relating to the archives of Historical Papers, The Library, University of the Witwatersrand, Johannesburg, are reminded that such records sometimes contain material which is uncorroborated, inaccurate, distorted or untrue. While these digital records are true facsimiles of paper documents and the information contained herein is obtained from sources believed to be accurate and reliable, Historical Papers, University of the Witwatersrand has not independently verified their content. Consequently, the University is not responsible for any errors or omissions and excludes any and all liability for any errors in or omissions from the information on the website or any related information on third party websites accessible from this website.

This document is part of a collection held at the Historical Papers Research Archive at The University of the Witwatersrand, Johannesburg, South Africa.