

AA X7  
20X

Recommendations for UDF publicity

a. Recommendations on national press secretariat: STRUCTURE

1. Appointment of a full-time paid National Publicity Secretary who sits on the national UDF secretariat and has an office in Johannesburg.
2. Johannesburg is recommended because of its central geographical position and the current concentration there of progressive media, skills, media resources, commercial and international press, and contacts with professional journalists.
3. Voluntary National Publicity Secretariat based in Johannesburg with necessary media and production skills working under the National Publicity Secretary who is responsible for setting up this support group.
4. Regional UDF publicity secretaries working <sup>partially</sup> under national publicity secretary, appointed by regions.

b. FUNCTIONS of national publicity secretary

1. Ensure UDF News comes out plus other national UDF media, and to co-ordinate distribution thereof.
2. Issue press statements to local and international press on current, longterm and other issuesx pertinent to UDF concerns.
3. Maintain close contact with progressive media and promote UDF content in such media.
4. Co-ordinate regional publicity media.
5. Be in close contact with regional publicity secretaries and be well-informed on local developments.
6. Help upgrade regional and UDF affiliate organisations media skills. This would be through directing these to service groups and through workshops and training co+ordination.
7. Keep UDF national leadership in touch with commercial media through promotigg press conferences, interviews, etc.



9. Ensuring that national UDF media is caucussed/<sup>before publication</sup>efficiently and ~~xxx~~ speedily with the regions through the regional publicity secretaries, and setting up a practical system for this.
10. Carrying out the functions of national publicity secretary requires that the person in this position enjoys the trust of the ~~ixx~~ regional and national UDFs, and has a degree of autonomy and discretion to make urgent publicity decisions and to have a relatively final say after publications have been ~~xxixxxxxixx~~ caucussed x through the regional structures.

c. FUNCTIONS of national publicity secretary's support-group

1. To assist in the execution of the duxties of the National Publicity Secretary.

d. FUNCTIONS of Regional Publicity Secretaries

1. To keep National Publicity Secretary informed of regional dynamics
2. To ensure that regional UDF publicity and media work is done.
3. To ensure regional content in national UDF News.
4. To set up and co-ordinate regional distribution networks to affiliates and others
5. To issue press statements on behalf of regional UDF executives, and ensure press coverage of local UDF activities.
6. To ensure efficient approval and recommendations by regional UDF leadership of national UDF media before publication, and communication thereof x to national publicity secretary.
7. To liase with national publicity secretary over upgrading regional media skills and public relations work.

**Collection Number: AK2117**

**DELMAS TREASON TRIAL 1985 - 1989**

***PUBLISHER:***

*Publisher:* **Historical Papers, University of the Witwatersrand**

*Location:* **Johannesburg**

**©2012**

***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 the collection records 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 private collection deposited with Historical Papers at The University of the Witwatersrand.