

**U2-b**

National media should get some national funding.

UDP NZM at national level aiming at a mass audience and based on existing UDP media structures was difficult to produce. In the short-term, UDP NZM could be produced regionally and sometimes

Regional media committees should send a quota for in copies they require - with an average of two per aff committee. This should be before 15 March, and about the TV media committee.

See U2-b

Report on First National Seminar  
of Media Committees of the United Democratic Front  
21 - 22 January 1984

Present:

Transvaal media committee members  
West Cape media committee members  
Eastern Cape media committee members  
Border: two observers  
Concern was expressed at the absence of representation from Natal, OFS and North Cape.

Agenda:

1. Welcoming address from National UDP publicity secretary
2. Discussion on the theory of media
3. Outline by each region of their structures and procedures for UDP media production and distribution
4. Review of past national UDP media, and drawing lessons therefrom
5. Assessment of current situation in each region with implications for UDP media
6. Proposals (both general and specific) for UDP media today at national, regional and affiliate media levels
7. Proposals for sweeping UDP media between different regions
8. Proposals for international distribution of UDP media
9. Proposals for UDP media archive
10. Proposals for sharing photographs
11. Proposals on national communication, assessing and feedback
12. Proposals on distribution in general
13. Proposals on financing UDP media
14. Proposals on production of UDP national media
15. Proposals on use of commercial press.

1. Welcoming address  
See copy attached.

2. Theory of media

It was discussed how media could play the following general roles:

- a. Mobilising (propagandising / popularising)
- b. Educational
- c. Informational
- d. Organisational
- e. Unifying

- f. Bio-unifying
- g. Entertaining

Most media involved several of these roles, although one role was usually uppermost. For media to succeed in playing one role, it often needed to also play - albeit to a smaller extent - some of the other roles. Different media were suited to emphasising different roles - handbills for mobilising, booklets for educating, newsletters for informing, etc.

3. Outline of each region

The Border UDP did not have a UDP media committee nor UDP media because of the severe repression in the area. Access to reproduction technology was limited.

Eastern Cape was working towards setting up a media committee. Media (stickers and a UDP News roneed pamphlet) had gone out at the launch.

Western Cape had a media committee structure recently formed. Previous media for UDP had been done on an ad hoc basis.

Transvaal had a media committee which produced TVL UDP media and which assisted the National Publicity Secretary in producing national media. A division of labour existed within the committee, though it was not rigid.

4. Review of past national UDP media

Past national UDP media was criticised for lacking content with regard to issues such as non-racialism, UDP as a front, slogans, abstractions (like 'We want our rights'). It was also criticised for trying to give a nationwide news picture at a superficial level. Problems of producing a national publication for a mass audience that differed regionally and with regard to community at this historical stage, were also discussed.

5. Assessment of current situation

Conditions varied vastly in different regions. Border had come through a state of war. Eastern Cape faced the problem of a strong Labour Party presence and the need to popularise UDP in Coloured areas. Western Cape said UDP was popular in the region, and a strong community press kept up the UDP profile. Transvaal

Accept

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T. Rakone

**Collection Number: AK2117**

**DELMAS TREASON TRIAL 1985 - 1989**

***PUBLISHER:***

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

*Location:* **Johannesburg**

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