

Proposal for national publication

The National Conference proposed that ECC produced a national publication. There were general suggestions about the target constituency, style, content etc. which are pulled together / modified in this proposal.

Target constituency and style. The unhappy marriage of Esme Everaad to Sid Vicious

There was much debate at the conference as to whether we were aiming at supportive sections of 'the establishment' or at trendy youth culture types. Phrased in these terms the two aims are clearly contradictory. However, with a bit of compromising and some fancy footwork there may be solutions that will satisfy (if not delight) everybody. The following are three limitations in order of priority that define the constituency the publication should be aimed at:

- 1) The publication should be as slick and professional as possible.
- 2) The publication should be readable by and acceptable to our member organisations' broadest membership and potential membership eg. a UDF activist must be able to find it interesting and readable, and a supportive member of the Chamber of Commerce must be able to brandish it at a full sitting as a respectable source for his argument.
- 3) The publication must not be stodgy or boring. "Respectability" does not mean uncreative lay out and encyclopaedic articles. The information and analysis must cater for those who relate to the campaign mainly through the medium of culture. It's a little arrogant to assume that someone who's into the 'bent joll' is not capable of and interested in reading articles examining the growth of an anti-war culture amongst white youth, reviewing the growth of militarism and anti-militarism in Hollywood films or any article about militarisation in SA.

Thus the publication would reflect on youth culture without becoming an organ of youth culture. + other cultures .

We feel it is important to leave this question open until we have produced a copy, assessed it and had feedback from the readership. We are not able to give a more specific description of style and target constituency. Hopefully Sid and Esme will live happily ever after.

State our political aims + how we can achieve them through the publication.

Content

The emphasis in the content should be on analytical / debate type articles. Extensive news coverage is unrealistic if we only come out 2 or 3 times a year. However if there is news of an enduring quality we would cover it - a massively successful action etc. The publication would not be an in-house affair. The focus on ECC itself would be downplayed in relation to the focus on the role of the SADF, moral debate about conscription, pacifism, analysis of parliamentary debates, militarisation etc.

The kinds of things that might appear in a first issue:

- an interview with Philip Wilkinson + others
- coverage of parliament, Geldenhuys and the defence white paper
- openings at Stellenbosch and the Jhb afrikaans group.
- assessment of WJP
- analysis of current base of troops in the townships
- the role of the SADF in Namibia / the sub-continent
- impact of our very own "Forces Favourites"
- ECC's cultural impact generally
- did you know?
- media and the military
- Crossroads
- quiz
- satire / humour
- debates about conscription in a liberated SA or conscription in Nicaragua
- "Non-racial" content
- Intl support

As much human interest as possible

- International Peace Movements
- comparative review of conscription in other countries
- Sanctuary Movement
- World Peace
- cartoons
- film reviews
- childrens page - anti war art / games
- literature analysis

NOBODY is suggesting we include all of this in a first issue. This list is included here to show how the group sees the content, balance etc.

Structures and processes

The national committee felt it was essential that the 'national character' of the publication never be lost. At the same time bitter experience has shown that editorial collectives whose members reside in different regions are notoriously inefficient. It would be an extremely bureaucratic process if we were to try and get the full content of each publication mandated by each region.

Thus we recommend:

- 1) that an editorial committee is set up in Cape Town. Their function would be to oversee production, layout, co-ordinate articles etc.
- 2) that Nic B. (nat. comm. member for CT) sit in on this committee at the level of article selection, content etc.
- 3) that Nic report to nat. comm. who have final say over content incl

in between utl comms

but further

- 1) that regions put forward ideas for content to the CT editorial comm.
- 2) that where appropriate articles are written in different regions.
- 3) that regions seek out good journalists and big name literary types who may be appropriate people to write particular stories. (we felt that it was important that the style was professional and where possible we get pro's to write or at least sub articles.)

Regularity

We felt we should establish a momentum and therefore come out at regular intervals, meet promised deadlines etc. At the same time we probably couldn't handle more than three to four issues a year. For this year we suggest at least one and possibly two issues of about 32 pages.

* *Get Advice from Uda + Frontline*

Distribution and advertising

Of course the publication is of no use if it doesn't get to who its intended for (which is often the case). We felt David was in the best position to examine and plan distribution, see if we can plug into InterMag, work out numbers for printing etc.

The financing of the publication might be a problem especially if we have a wide distribution, good quality paper and low cover price. We recommend that David investigate advertising possibilities from national concerns. (stewe)

We would appreciate it if regions could discuss this proposal as soon as possible and respond in detail to the suggestion. We would hope to have a proposal for the first issue ready for the nat. comm. meeting in early May, which might mean we could have the first issue by the time of the July call-up.

- Big Intl distro

12-3-1986

- Subscriptions

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