

1999 Trustees

George Bongo (Acting Chair)

Mogamat Allie-Ebrahim

Jennifer Cohen

Rashied Lombard

Thenjiwe Kona

Lindsay Mann

Nululwazi Mahlaka

Mediaworks is registered with the Master of the Supreme Court as a trust in terms of Section 6 (1) of the Trust Property Control Act, 1998 (Act 57 of 1998)

Our registration number is: IT3427/96

The Board of Trustees meets quarterly and mandates the organisation through the strategic planning process. Mediaworks enjoys full managerial and operational autonomy under the direction and guidance of the Board.

Mission statement

Mediaworks is a non-governmental organisation dedicated to promoting democratic and gender aware media and communication in South Africa. As communication is an essential tool for community development and social transformation, Mediaworks believes that every person should have the right to publish and access information. We provide education, training and production services to disadvantaged communities, with the aim of empowering them to access communication of all kinds and build their communication capacity.



1999 Annual Report

Mediaworks College

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Media and Communications Access Course

The Mediaworks College offers an 18-week full-time Media and Communications Access course, which runs twice per year. This course focuses on the following disciplines: Graphic Design, Desktop Publishing, Photography and Journalism. The learners have to complete one of these media courses and three compulsory courses, namely: Mathematics, Communications and Cognitive skills. Our aim is to provide access to the job market and to cater for those who want to pursue further studies at technikon level or pursue media and communications as a career. We offer a stringent career development programme to our learners during the course and they visit various media institutions and higher education institutions. On successful completion of this course, the learner may apply to enter our Job Placement Programme which exposes them to (further or additional) practical skills training at a media organisation. The majority of our learners come from historically disadvantaged communities and are prepared and equipped with basic numeracy, language, computer and other skills.



Celestine Doty

Success rate

Thirty-eight learners came through the first course. Seventeen learners scored an overall grade of 60%+ and are therefore able to gain access into Peninsula Technikon. However, most of these learners will not be in a position to attend Technikon because of financial constraints.

Recruitment is ongoing and therefore we managed to start our second course with forty-three learners. We used the following methods: radio, mainstream newspapers, community newspapers, putting up posters in libraries and sending information to our clients and alumni members. We did not get any assistance regarding referral from NACWC or Peninsula Technikon. We held a radio competition and offered a lucky listener the opportunity to win a free scholarship worth thousands of rands. Five learners enrolled on our Media Access course because of this

competition. Radio Good Hope made the announcement and Nigel Pierce drew the name of the listener, Frederico Meyer, a Graphic Design learner.

For the first time since the course has been offered, there were white learners enrolled. Four white learners registered for the course, but three of these requested exclusion from the core courses. Eleven learners were from predominantly Coloured townships and the rest (28) were Xhosa speaking learners.

Placement programme

Two learners were placed at Khayemep in Khayelitsha to assist with marketing and general administration of the organisation. Four learners have returned to Mediaworks to study a different field - three are doing DTP and one Graphic Design. Some are working on a part-time basis at coffee shops and restaurants. Two are doing char work to earn an income.

The Placement Programme has not been an option for those learners who do not want to work on a voluntary basis, but want a steady income. However, the organising of placements is ongoing and although we are pro-active in getting placements, sometimes individuals or organisations come to us in this regard.



Thozzi Nkomo

Vision for 2000 and beyond

The Mediaworks Access College has a vital role to play in the field of media and communications. We aim to offer a similar course during the first semester of next year and offer an advanced course during the second semester. Learners from the first course could easily move into the second course while we could target a new group of learners at the same time. Our priorities are to:

- Acquire funding, locally and internationally
- Generate income through learner fees
- Look into bursaries and financial aid for learners from disadvantaged communities
- Introduce a fundamental Academic Support Programme for academically challenged learners, eg. Basic Computer skills, English,
- Esteem-building, Gender Awareness
- Gain more accreditation agreements with other institutions

Gender and Communication

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The Gender and Communication Course aims to develop communication and media skills and targets marginalised groups and communities. The groups include black women, women living with disabilities, survivors of abuse and women working at grassroots level, for community based organisations and non-government organisations.

Since these groups have the least access to information and training, these women are further marginalised within these sectors. The Gender and Communication course thus aims to empower women from these communities by giving them the tools to make their voices heard. In the course women learn about the gender roles society expects of men and women, they learn basic



Anthea Carolus

communication skills, how to look at the media critically, and focus on the kind of media the women can make themselves or use to address their organisational issues.

The aim of this project is to train women from community-based organisations, grassroots communities and spokespeople for national organisations in media analysis and production as tools to address gender issues within their work places and to campaign actively against the negative stereotyping of women in the media.

High Schools Media Project

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Since 1997 the High Schools Media Project has worked to introduce media to high school students in order to build their communication capacity, increase their understanding of media issues and encourage them to express their opinions.



In this way people are empowered from an early age to engage with the media, thus helping to pave the way for a more communicative, media-conscious community and a more representative media industry in the near future.

In 1999 the course consisted of seven modules: communication, media awareness, gender in the media, newspapers, introduction to photography, careers and creating a newsletter.

The four youth community newspapers, previously divided by area, were combined into one newspaper called *Just Youth* which circulated in all the target areas. This was a well-received change, as both students and teachers welcomed the opportunity to learn about schools in other areas with regard to their activities and the issues that they were facing. Feedback that was commonly received was that schools were able to learn from each other with regard to problems that they shared. The workshops given to help students create their school newsletters continued to form a valuable component of the project by allowing students to work uninterrupted for a set period and to exchange ideas and ask for advice.

The project ran smoothly during the year and we are very pleased with the results produced by the schools. Students have begun to write articles based on issues that they consider important, which is evidence of their increased feelings of empowerment. A noteworthy trend was that of schools themselves contacting us for help with their newsletters, whether for workshops or for photocopying. This is pleasing in that, although we would have contacted them at the appropriate



time for their workshop, the fact that they came forward first shows that they are planning ahead for their newsletters and are aware of the deadline and of the role they should be taking in creating the newsletters. This is an important step in the empowerment process, one of the main aims of the project. The newsletters are certainly having an effect on school life. One example of this comes from a school where the students enquired in their newsletter about a planned security fence around the school which had not materialised. Soon after the newsletter came out the fence was erected.

In terms of the educational effect of the project, four students of the project from 1999 are now studying journalism at Peninsula Technikon and have reported that much of the first term's material has been covered by the High Schools Project and this has helped them get off to a very good start with their tertiary studies. A number of our students have also attended the Mediaworks College, some graduating to freelance for city newspapers.

Plans for 2000 include looking at ways in which the project can generate some of its own funds as well as helping the schools to find at least part of the funds to produce their newsletters. Because the project works only with disadvantaged schools it is not possible to ask them to pay for the course; however they may be willing to cover the students' transport costs. We will investigate the viability of continuous advertising in *Just Youth* in order to cover the layout and printing costs. The project has received funding from CAF/SCO in the Netherlands which has assured its viability for 2000. Beyond that we will have to look for alternative sources of funding as well as cut back on the amount of financial aid we give to schools.

The Women's Media Watch

e-mail: mediawat@mediawks.co.za

The Women's Media Watch had an exceedingly successful end of the millenium year, having grown in strength and in numbers. In challenging sexism, racism, classism and homophobia in the media we were in contact with print, radio and television producers around the country and engaged with the media authorities on more than a few occasions. We were part of the successful campaign to get an anti-rape advertisement reinstated when it was withdrawn by the Advertising Standards Authority.



We produced a video giving voice to the diversity of women who are least heard and worst represented in the media. The video "Who's News?" is 25 minutes long and although it was developed as a training tool for gender and diversity workshops with editors it has found a home in journalism training institutions, libraries and NGOs around the country. It has been screened at workshops and film festivals in Zimbabwe, Botswana and Tanzania.

Our newsletter generated interest in the SADC region and we began to do more work at a regional level, most notably with the Federation of African Media Women Zimbabwe. We gave input at a workshop in Harare on violence against women in the media.

We held some memorable workshops helping

to build bridges between activists in NGOs and the media. We were also privileged to host a session at the Sweden-South Africa Partnership Week Media Forum, bringing together key media players from around the country and from Sweden.

We were empowered with media monitoring training and now boast our own media monitoring group which has already started rethinking monitoring methodology with a feminist perspective.

One of our member organisations, the Media Monitoring Project, was commissioned to produce a snapshot survey on women in the South African media at the end of the millenium. This survey provides empirical data on how women are represented throughout the media, including advertising, and points to the ongoing need to challenge stereotyping.

We collaborated with Soul City, the Institute for the Advancement of Journalism, the National Network on Violence Against Women and the Commission on Gender Equality in producing a handbook entitled "Violence Against Women in South Africa: a Journalist's Resource." We continued to join forces with allies such as the Commission on Gender Equality and the Network on Violence Against Women in taking up media complaints and calling for improved media policy on gender.

Graphic Design Studio

e-mail: mediawks@iafrica.com

website: <http://www.skybusiness.com/creativecurve>.



The final year of the millenium was a very busy one for the design studio. Projects undertaken during the year have included all sectors of the community and have certainly opened new doors for us. Our international client base has become easier to communicate with, thanks to the Internet, of which we make optimum use. We have also expanded our existing national client base. A course in problem-solving through creative thinking that we attended halfway through the year has equipped us with new ways to approach difficult challenges.

The studio is currently using the internet to communicate with overseas clients for design and layout services and has reached the stage where it is quite capable of supplying high quality print

ready artwork to organisations worldwide.

Another innovation from the studio was to design its own website page to supply constant design information to interested clients.

A major highlight during the year was our winning design for the international design competition held by the World Association for Christian Communication (WACC), based in London. Another highlight was our participation in the One City, Many Cultures Festival in September.

In terms of equipment we have added a CD Reader/Writer to the studio, which has further increased what we can offer to clients.

Looking back we can say that the studio has touched the lives of a large section of the community through the campaigns and projects that we have been involved in throughout the year. For us it has been a time of growth and development and we thank all of our clients for their support. We certainly intend to continue supplying a professional and dedicated service.

Rural Media Training Project

e-mail: bukelwa@mediawks.co.za

The Rural Media Training Project undertakes to train unemployed youth in the rural areas in media and communication, with a view to developing skills that would lead successful students to the job market or to self-employment as well as build communication capacity in their communities. Since its inception, the Rural Media Training Project has been one of Mediaworks' projects which has managed to miss the total cut of foreign funding. Because of its uniqueness it is also able to generate some income through its urban-based programmes.

The project's recruitment process in 1999 was flexible, resulting in diverse groups of people participating in training. The original focus was in the Western Cape but requests from other provinces meant that training took place further afield. These requests came from community organisations who had heard of Mediaworks from other organisations or, in the case of GaRankuwa Youth Information Centre, had seen our Internet web page. The courses, which run from between three to eight weeks, took place in the following areas: in the Northern Cape - Namaqualand and the Upper Orange River regions, the Upper Karoo, North-West - GaRankuwa, the South-Eastern Cape - George and its surrounding areas, and in the Western Cape - Hawequa Youth Centre in Wellington. These developments were consistent with the our strategic plan to grow nationally and continentally in terms of outreach.

The project formed partnerships with community organisations in its target areas who agreed to contribute a percentage towards costs such as accommodation, food and transport for both facilitators and those participants who lived outside the town in which training took place. Not all participants and organisations could afford to assist with expenses, but those who did were encouraged to feel empowered by their contribution.



Successes

Hawequa Youth Centre and the Allendale Correctional Centre

These are both juvenile centres for boys, situated in Wellington in the Paarl area. They were recruited into the Rural Training Project in 1997 in the framework of rehabilitation, with the aim of empowering them with vocational skills that they could use inside and outside of the centre. Groups of young men were trained in graphic design, newsletter production, basic journalism skills, and low-technology production of posters, T-shirts and banners.

GaRankuwa and George

In these two areas our approach was to attend to specific requests, due to some of the modules being inapplicable to certain clients. Thus we have introduced students to integrated media studies, including journalism, media awareness, public relations and media management.



South African Students Press Union

This was another group of exciting and vibrant students who held a congress at the University of the Western Cape in Bellville, dealing with various topics such as education, media, and HIV/AIDS education. We ran a media workshop concentrating on newsletter production which included field trips.



National Education and Health Workers Union (Nehawu)

Three groups were trained in letter writing and community media production over ten days.

Future plans

We plan to reach more areas outside the Western Cape, develop our support programme and create further opportunities for ourselves to generate income through training organisations who can afford a small contribution.

Message from the Acting Chair of the Mediaworks Board of Trustees

Mediaworks embarked on a period of transition in 1999, starting with a strategic planning process for trustees and staff and ending with a workshop on restructuring the organisation led by international communications consultant Dr Chudi Ukpabi. The way has been paved for a more streamlined organisation, offering a variety of course packages under the umbrella of the College, as well as continuing to run quality outreach projects aimed at the empowerment of underprivileged communities. In addition, a position for a Business Manager has been created, and the successful applicant for this position, after a period of working under a mentor from The Netherlands, will promote income generation by the organisation as well as a more self-sustainable way of thinking by staff in general. The Board has recognised the need for the organisation to move towards a mode of functioning that is as independent as possible,

while continuing to focus on its core vision of social transformation through media and communication training.

The Board of Trustees said goodbye to our treasurer, Lindsay Mann, who took up a position in London. Lindsay's contribution to the Board was invaluable and we take this opportunity to thank her for her input. To fill her shoes she introduced us to Jennifer Cohen, who in a short time, also contributed proactively to the Board's direction of Mediaworks.

On behalf of the Board and staff of Mediaworks I thank the national and international donor organisations who have recognised the quality work and dedication of our trainers and support staff, and who have not hesitated to support us. We look forward to continued partnership and excellent output during the new millennium.



Message from the Director



One of the qualities on which we at Mediaworks pride ourselves is our flexibility. In a country that has undergone, and is still undergoing, so many changes, the ability to adapt and move forward is mandatory for success. In 1996 Mediaworks embarked on a change process to shift from an anti-apartheid activist organisation to a training NGO committed to the upliftment of its target communities. Three years later, we have begun to shift towards a better cohesion, by tightening our vision and increasing the cooperation between our projects. This has involved planning a structural change, the initial stages of which took place during a strategic planning seminar and which is still being finalised. Mediaworks staff recognised the need to pool resources and skills across projects in order to

provide a better service to our communities and it is for this reason that we will be combining all our projects under one banner. In this way our students will benefit from the expertise of all our trainers in their specific areas.

Of course this requires flexibility. We know we have that; we have proved it to ourselves already. However, it also requires teamwork, a sense of humour, determination and commitment to a mission and a vision. Do we have those qualities? I firmly believe that we do.

Thank you to our funders and all those outside of the organisation who have shown enthusiasm and interest in the work that we do. We aim in the year 2000 to continue doing what we do well, to improve in the areas where we need to improve and to continue filling the need that is so urgently required of us.



Mediaworks Staff - 1999

Sue Howell - Director
Judith Smith - Office Manager
Crystal Gertse - Financial Manager
Chrystal Hunter - Administration
Annie Botes - Office Assistant
Celestine Doty - Mediaworks College
Thozi Nkowane - Mediaworks College
Rashieda Kahn - Mediaworks College (part-time)
Deon Solomons - Mediaworks College (part-time)
Grant Williams - Mediaworks College (part-time)
Maeve Johnson - Mediaworks College (part-time)
Adam Letch - Mediaworks College (part-time)
Henry Mears - Mediaworks College (part-time)
Belinda Selikowitz - High Schools Media Project
Zodwa Mahapa - High Schools Media Project
Colin Carter - Design Studio
Jacqueline du Toit - Design Studio
Martin Stevens - Rural Media Training Project
Bukelwa Voko - Rural Media Training Project
James Brew - Rural Media Training Project
Gabrielle Le Roux - Women's Mediawatch
Anthea Carolus - Gender and Communications Project
Xandra Leeuverink - Exchange student
Marie Akerstrom - Exchange student



Highlights of the year

Exhibition in Copenhagen

On 4 August 1999 Mediaworks, in conjunction with U-landsorganisationen Ibis in Copenhagen, Denmark, opened an exhibition of anti-apartheid posters and T-shirts from the 1980s and early 1990s. The exhibition was mounted in Copenhagen's Central Library and ran for several weeks. At the opening the guest speaker was the South African Ambassador to Denmark, Mr Themba Khubeka. Addresses were also given by Vagn Sorenson of U-landsorganisationen Ibis and Sue Howell, Director of Mediaworks. During the three days of setting up the exhibition, the Mediaworks delegation held a presentation and discussion of the Women's Mediawatch's video "Who's News?" and also met with the South African Ambassador, First Secretary and Third Secretary as part of a networking and fundraising drive. The exhibition generated a fair amount of interest among the general population, especially as the venue was centrally positioned and very busy. The exhibition ran for a month in Copenhagen.

One City, Many Cultures Festival

A first for Cape Town, the One City Many Cultures Festival provided a much-needed platform for the various cultural groups in the city to find out more about each other. The theme of the festival, which took place in September, was a celebration of the cultural diversity of our city, with various competitions, music, drama and dance performances, poetry and book readings, talks and exhibitions taking place in various venues in and around Cape Town. The event provided the Design Studio and Mediaworks with excellent exposure, as we mounted an exhibition of both Mediaworks students' photographs and artwork and the studio's poster designs. We have been asked to participate in an even bigger way in 2000's festival, also taking place around September.



THE MEDIAWORKS TRUST

Income & Expenditure Statement for the Year Ended 31 December 1999

		1999 R	1998 R
INCOME	Note	2 634 159	2 322 653
Grants and donations	2	2 363 590	2 132 420
Production fees		179 617	111 681
Interest		7 623	14 599
Other		83 329	63 953
EXPENDITURE		2 798 114	2 467 842
Administration fees		116 876	103 401
Audit fees			
– audit		17 100	11 457
– prior year underprovision		5 643	3 667
Bad debt		1 665	577
Consultancy fees		221 265	158 542
Course development		9 000	–
Depreciation		135 457	88 946
Events and catering		3 707	5 799
Film and development		107	2 912
Interest paid		18 185	19 757
Loss on disposal of fixed assets		1 484	–
Materials		159 374	185 933
Monitoring and evaluation		17 000	15 000
Printing and stationery		101 785	107 908
Publications and documentation		113 075	107 124
Rent		132 630	95 340
Repairs, maintenance and insurance		53 127	27 491
Salaries and benefits		1 183 857	1 045 842
Staff welfare and development		2 195	26 960
Sundry expenses		–	2 098
Telephone and fax		74 084	70 879
Travel and subsistence		276 270	247 042
Workshop costs		154 228	141 167
DEFICIT for the year		(163 955)	(145 189)
ACCUMULATED FUND at beginning of year		339 378	484 567
ACCUMULATED FUND at end of year		175 423	339 378