

MEDIA WATCH MEETING - 1 JULY 1995:

PRESENT: See list

APOLOGIES: Carol(Community Arts Project)

AGENDA:

2.00 Welcome/discussion about process

2.15 Meet in your interest group:

- * draft a statement of intent for the interest group
- * action plan

3.30 TEA

3.45 Reportback

4.15 General

4.30 CLOSURE

INTRODUCTION:

We discussed the agenda and people indicated their areas of interest. The following issues/dates were motivated briefly, to be kept in mind when planning actions:

The pictures of Saartjie Baartman published in **WEEKLY MAIL/DRUM** were raised by a number of people as offensive. Gabrielle noted that her letter to the Weekly Mail in this regard was cut in such a way as to delete her comments about the Mail and the writer of the article.

NOTE: gathering resources would include gathering such articles and pictures.

It was suggested that we gather information about the work of **HUNT LASCARIS** which could be forwarded to the Constitutional Assembly, if appropriate.

The **STEERS** advertisement which is based on the Thelma and Louise movie is now being shown in cinemas after it was taken off TV due to complaints.

It was suggested that we link up with **AUGUST 9** events. Michelle indicated that a march is planned in Mitchell's Plain, targeting local people especially women and religious leadership. The ANC is holding a meeting at FAWU offices on 9 July to discuss suggestions for events. It is open to all interested sectors and we should attend.

In relation to Beijing - there is a global focus on women and communication/information. CAP Media is planning to hold a couple of community workshops around the theme of "women and media violence" and people interested in participating or hosting a workshop should contact Gaby.

ERASE indicated that they had been invited to the premier of the new Walt Disney movie, Pocohontas. They regard the movie as racist and are concerned about its impact on children.

NOTE: We need to organise a phone tree. This would enable us to respond to issues as they arise.

GROUPWORK:

Three groups worked on a statement of intent and plan of action.

REPORTBACK:

EDUCATION

Statement of Intent:

We, the education unit, aim to educate society on media awareness with particular reference to the role women can play and the way women are portrayed.

Plan of action:

- * Equip women to read and criticise the media.
- * Media awareness and skills training workshops
- * Identify interested women towards building a core group.
- * Include and target women who cannot read and write as well as schools, trade unions etc.
- * Lobby for media education as part of school curriculum.
- * Target radio programmes.
- * Exhibitions and tables in communities and shopping centers.
- * Producing posters and other media.
- * Attending meetings, giving talks.

First action:

August 9

- Target radio and make pre-recorded input.
- Speaker at events
- Table and exhibition at event/s.

NOTE: First meeting at ERASE offices on Thursday 6 at 2pm.

Contact Person:

Raashied Galant - 4486934

MONITORING AND LOBBYING

Statement of intent:

- * To identify and record media messages that are offensive, derogatory and disempowering to women. This monitoring also includes identifying other forms of oppression in the media eg. racism, child abuse.
This information will be fed into relevant action groups.

- * To develop and maintain a system for collecting and storing media materials for group access (ie. clippings from newspapers, TV, mags.)

Plan of action:

- * Get names and addresses of all media houses (newspapers, ad agencies, magazines).
- * Develop criteria of what material is to be monitored and collected.
- * Collect research and identify researchers who have worked on media issues.

- * Develop a central, portable noticeboard where issues of concern can be displayed at events.
- * Develop a budget for copying, filing, papers, audio/video tapes.
- * Space to house collection eg. CAP filing cabinets.

Internal training:

- Documenting/filing.
- Photographic coping
- Computerised information organising

Suggested ways of organising:

- Phone tree
- Be informed of each others meetings
- General Media Watch meetings every 2 to 3 months
- Minimum of 1 meeting per month of interest groups
- 2 persons from each interest group to go to Media Watch meetings.

Contact person:

Antionette Zanda - 6898932

LOBBYING AND CREATIVE PROTEST:

Statement of intent:

- * To change and influence decision-making around media.
- * To change decision-making bodies so that women are represented.
- * Lobbyists and creative protest will work together to achieve this.
- * To involve other groups of women in these activities.
- * To raise public awareness around women subordination by the media.

Plan of action:

- * Lobby SABC for open access time and make use of this.
- * Writing in community newspapers.
- * Lobby all radio stations to develop slots and programmes which will cover women's issues.
- * Possibly get involved in decision-making for legislation about pornography. This needs investigation(Trish) and lobbying.
- * Collect and pass on information, materials about media events, programmes to respond to, items of interest.
- * Lobby organisations to give women more power on media bodies in organisations.

First action:

Respond to the "New International Board of Argus Directors" by producing a poster.

The poster could be put up on August 9.

NOTE: Meeting to discuss the design of the poster on Saturday 8 at 2pm at Cap Media Project.

It would be presented to the group at the meeting on the 29 July.

It was noted that we would want to project positive images of women in the work we produce.

Internal training:

Education/skills about lobbying and advocacy.

Contact person:

Stacy Stent - 6503508

Gaby indicated that she is available to assist groups with their needs as this is part of her job at present.

During the reportback discussion arose around the kind of image we would want to show of women and a possible code of conduct. It was noted that different people would see different things in a picture, according to their own experience and beliefs.

This could be discussed at the next meeting.

THE NEXT MEETING OF THE MEDIA WATCH GROUP WILL BE HELD ON 29 JULY AT 2PM AT TRADE UNION LIBRARY, COMMUNITY HOUSE.

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