

MEDIA WATCH MEETING - 29 JULY 1995:

PRESENT: See list

APOLOGIES: Surayah Abass, Vera Lafuma

AGENDA:

Input on process with poster and radio programme to date
Discussion about demonstration
TEA
Group planning
Reportback
General

INPUT ON RADIO PROGRAMME PROGRESS AND DISCUSSION:

The group has met three times at Bush Radio. The first meeting decided that the programme would be called "Women's Voices", would be 1 hour long and would be go on air on the evening of 9 August. The programme would include poetry, music and recorded discussions about women and the media.

The discussion were recorded during an informal session attended by 12 women on a Monday evening. The poetry was recorded at the third session. It was noted that the sessions had been interesting, informal and that people were learning some production skills during the hands-on sessions.

Bush Radio has suggested that the Media Watch has a regular slot. This was accepted but we still need to discuss how frequently we would be able to do this, given our limited capacity at present.

At this point a question was raised about the status of people in the group and it was pointed out that while some women may be representing a particular organisation, the Media Watch is open to all interested women and men.

INPUT AND DISCUSSION ABOUT THE POSTER DESIGN :

The poster has been designed in response to a Cape Times article on the new International Advisory Board of the Argus. This group which will shape future news content is all-male.

The design was presented to the group. We decided to print a majority of green and black but also some pink and black.

We discussed the photograph of the woman on the poster and agreed that she was suitable. As a grassroots women she represents the women who have the least voice in the media and she "speaks" for the majority of women.

INPUT AND DISCUSSION ABOUT THE DEMONSTRATION:

We discussed the demonstration which will take place outside the Argus building on 8 August. We would demonstrate with the posters and it was suggested that we also create an impact by wearing paperbag masks.

After some discussion we agreed on the following:

- It is important that we identify and are clear about the aim and objective of the demonstration and what we want to achieve out of the demonstration.
- We need a list of demands that we present to the Argus.
- Each person should feel comfortable and will be free to participate in a way that they are comfortable with.
- In addition to the posters we would also make placards with other messages.
- We could set up a scene in which 17 women with masks representing the Board members are seated at a table, during the demonstration we would replace them with women.
- We can use a stick on zip rather than a paperbag to indicate how women are silenced.
- We would produce a pamphlet and distribute it during the demonstration.
- We could use a loudspeaker to invite other people to join us.

The ANC and COSATU reps indicated that they would take our plan back to their organisations and request their participation.

At the next meeting each person would bring a list of people who were interested in participating in the demonstration as the number of people participating would guide our planning.

It was noted, in terms of future production that a group of students from a design school would be willing to produce commissioned designs at no cost.

It was also noted that an event was taking place on the 8th at the City hall from 12 to 2pm. We would find out who the organisers are, but would go ahead with our plans nevertheless. It was noted that we need to network with other organisations in future so that we are informed about events etc.

WE AGREED TO MEET ON SATURDAY 4 AUGUST TO PLAN THE EVENT IN DETAIL AND WOULD INVITE OTHERS TO THIS MEETING.

GROUP PLANNING

GROUP REPPORTBACKS: **PAMPHLET**

The pamphlet would have a response to the new Advisory Board article on the one side. On the other side would be a list of our demands. It would be produced in 3 languages.

We will present it for comment on Saturday 4.

POSTER

Poster printing will take place on Thursday afternoon and evening. The group will also take responsibility for producing the zips and masks.

Those people who have suit jackets and ties should bring them to the meeting on Saturday.

CONTACTING THE MEDIA:

We need to contact journalists, CVET to video and send out Press Alert on Tuesday morning - CAP to take responsibility.

We will discuss the issue of holding a press conference on Saturday.

RADIO PROGRAMME

The group still needs to decide on an anchor person and the guest speakers. A provisional meeting is set for Thursday 3rd at 3pm and they will liaise with Jeanne.

GENERAL:

It was noted that the Women's College has moved. The new address is 225 B Lower Main Road, Observatory. Phone 4483331/5

Dorothy Ntone will give an input on **Women Directors/Images of Women on Film and TV** in South Africa, at the Community Arts Project, Chapel Street, Woodstock on Thursday 3 August at 5.30pm.

CAP must write a letter to Magubane requesting the use of his photo for the poster.

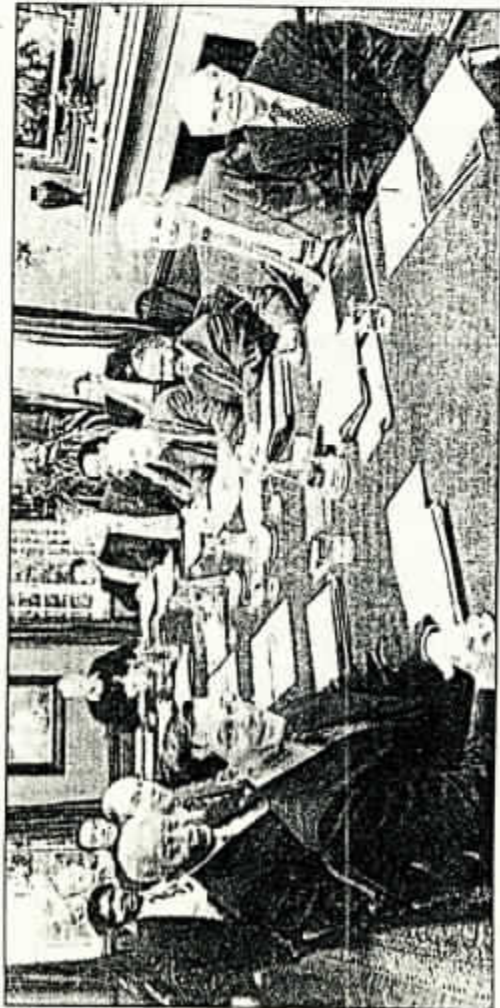
The **Mitchell's Plain Crisis Line** is hosting a march and event in **Mitchell's Plain on 9 August**. The programme will be available on Saturday.

A **Women's Day** event will also take place at the **Guguletu Civic Centre** on 9 August from 9-4 with speakers, cultural events, food etc.

Next week is **NICRO's Whistle Week** and a march take place on the 3 August down Klipfontein Rd, from 11am.

Congratulations to Zibonele Radio in Khayelitsha which has received a radio licence and will go on air from the 22 August. Noted that we need to find out how to tune into these community radio stations.

We agreed to request the **Independent Broadcasting Association** to run a workshop about complaint procedures with the **Media Watch group on 26 August**. CAP to follow up.



ADVISERS: The new International Advisory Board of Argus Newspapers is: (left, front) Mr Ted Sorenson, a former adviser to American president Mr J F Kennedy; Mr David Dinkins, former mayor of New York; Mr John Featherstone, chief executive officer of Argus Newspapers; Mr Wiseman Ndlovu, chairman of the Development Bank of SA; Mr Andrew Young, former US ambassador to the UN; Mr Liam Healy, chairman of Argus Newspapers; Mr David McGrath, company secretary of Independent Newspapers plc; Mr Ben Bradlee, former editor of the Washington Post; Mr Eric Molioli, head of Kagiso Investment Trust; Dr Tony O'Reilly, majority shareholder of Argus Newspapers; Mr Zvelake Sisulu, group chief executive of the SABC; Mr Anthony Sampson, former editor of Drum; Mr Nthato Motlana, chairman of New Africa Investment Ltd; Mr Ivan Fallon, group editorial director of Argus Newspapers, and Mr Frank Ferrari, consultant to the board. At the back is Mr Jim Parkinson, Argus Newspapers' financial director, who is not on the board.

PICTURE: DAVID PICKETT

Board to 'shape direction of press'

MELANIE GOSLING
STAFF REPORTER

A GLOBAL perspective aimed at shaping the direction of newspapers in South Africa was emerging from the new International Advisory Board of Argus Newspapers which met for the first time in Cape Town yesterday.

This was the view of board member and former ambassador to the United Nations Mr Andrew Young.

The board was established by the majority shareholder of Argus Newspapers Dr Tony O'Reilly. It will meet twice a year — once in South Africa and once abroad.

"The whole world is looking at the 21st century with a big question mark. Governments are losing their nerve. Business is not sure which way to go — they say they want to go global.

"One of the roles of the media, especially newspapers in an exciting environment like South Africa, is sharing a vision of the future for the whole world," Mr Young said.

He said many problems South Africa faced, like cultural diversity and poverty, were similar to problems in other countries such as the United States and Latin America.

"Dr O'Reilly has brought together a very interesting cross-section of

people from SA, Europe and the US, just to listen to them talk is an education. What is emerging is a global perspective on the 21st century which has just got to help shape the direction of newspapers," Mr Young said.

Board chairman and former editor of the Washington Post Mr Ben Bradlee said the board would play no role in the day to day running of Argus Newspapers.

"I'm not about to tell another editor what to do. My bias is towards journalists. I think what Dr O'Reilly and his crowd have in mind is for all of us to lend our experience with the goal of improving the excellence of newspapers," Mr Bradlee said.

SO WHATS NEW? A MAN-U-F(R)ACTURED WORLD?

* The new International Advisory Board of the Argus consists of men only. Why? Why should these men think it is their vision alone that should shape the 'facts' about our world?

* Why are there no women on the Board? It is only women who can ensure that women's realities are represented, that issues of violence against women become public concerns, and that a woman-defined ethics of care informs the principles and practice of the media.

* As readers who are women, we want to enjoy and learn from women's visions and voices. We don't want to read work by women who have to mediate the controlling vision of men.

* What about the staff? Who on the Board is capable of identifying and representing women workers' needs? How will the work of women journalists be affected by the insensitivity to issues of gender at Board level.

MEDIAWATCH calls on the Board to redress this situation.

We also call for an explanation of this insensitivity to issues of gender and representation.

This pamphlet is issued by MEDIA WATCH.

MEDIAWATCH is a group of women and men interested in addressing issues around women's representation in the media and women's access to channels of communication.

If you would like to join this group or need more information, contact MEDIAWATCH at CAP Media Project phone: 478640/479142 fax: 473496

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